

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

July 23 1983

**Drug bill cut:
Wholesalers
lead off the
threat to
NHS supplies**

**Pharmacies for
pharmacists:
Have your say**

**Chemists' role
in NHS oxygen
endangered?**

**Best chance to
win chemists'
takeover of
dispensaries in NI**

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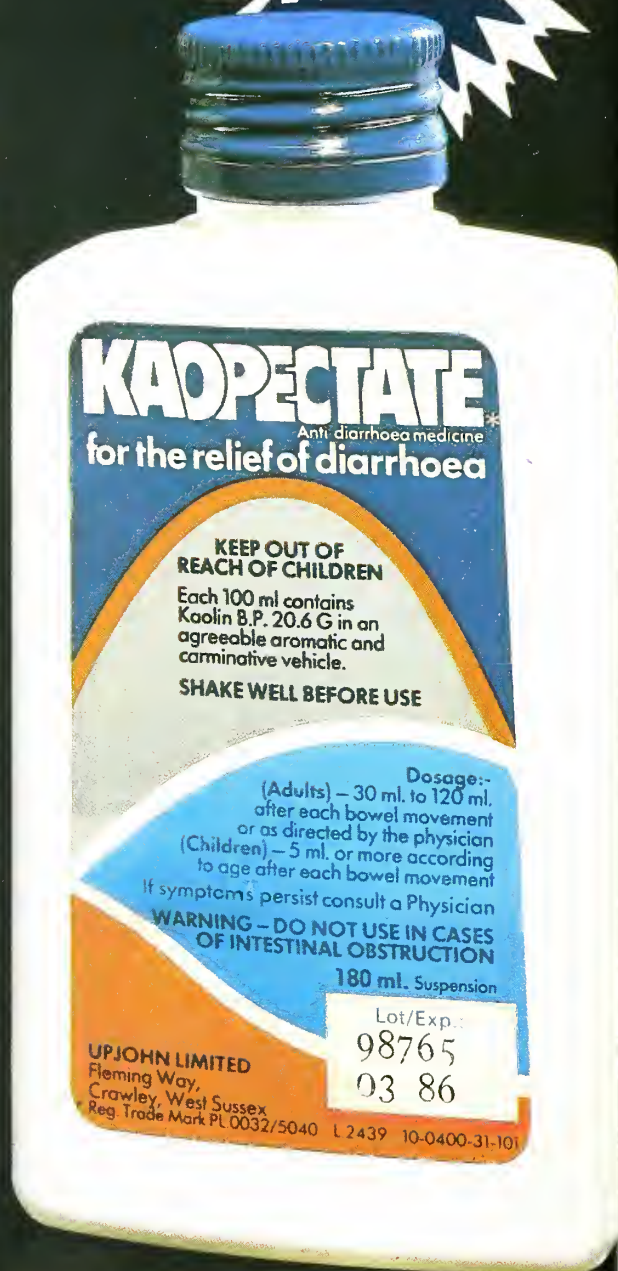
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COMMENT

Unkindest cut!

As a member of a Government which prides itself on its management ability, the Secretary for Social Services should be ashamed of the way the arbitrary cut in the NHS drugs bill has been implemented (p136). It was all very well taking the political decision to lop £25m off the total cost of drugs, and to have the industry's representatives on his carpet to tell them so, but who had thought through the implications for those other groups affected — the wholesalers, the chemist contractors and, most of all, the patients?

As C&D made inquiries on Tuesday, the country's major manufacturers were just receiving letters from the Department of Health setting out what is expected of them. That was some nine days after the official announcement of the Government's intention.

The letter requires companies to provide an average reduction in the NHS cost of their products amounting to 2½ per cent from August 1, with a freeze after that to April 1, 1984. What is not stated (or realised?) is that the first of those dates could have a catastrophic effect on sales and leave both wholesalers and chemists bearing losses which were intended to be cuts in manufacturing margins.

The National Association of Pharmaceutical Distributors was quick to point out the danger. Its wholesaler members, under the proposed arrangements, would be left having to supply chemists at the new prices from August 1 using stocks purchased at the old prices. It is estimated that wholesalers hold £100m of stock so that their combined losses could amount to £2.5m — Unichem alone stand to lose £½m. Naturally, no chemist or wholesaler would be prepared to replace anything other than the most urgent stock between now and the time of the price reductions, so stock levels must inevitably run down to dangerously low levels.

As we went to press, however, there were indications that wholesalers may benefit from the price cuts with immediate effect, passing on the savings only from the agreed date of August 1. If that is so, the Pharmaceutical Services Negotiating Committee must also insist on delayed implementation of the new rates in chemists' remuneration, to take account of the seven-week stock holding. At the time of writing, however, it appeared that the PSNC had failed in its bid to put back the price changes to after August 9 (the cut-off date in prescription pricing). However, representatives have one more chance next week to change things for the better of contractors when they meet the Minister for Health.

The DHSS letter to manufacturers allows the savings to be made either across the whole range of products or to be concentrated on certain lines. This at least provides the industry with an opportunity to salvage something positive from the Government's action: if price reductions are made on products subject to parallel importing, some of the sting could be taken out of that particular problem, and if brand price differentials with generics were to be reduced, the industry's public image might be the better. With Inderal, Brufen and Lasix among the first price announcements, perhaps there is something to be gained from this exercise after all.

Confusion follows cuts but NHS supplies safe

Pharmaceutical wholesalers have spent the past week pressing the Government and industry to resolve how the agreed cut in the drugs bill can be implemented without threatening continuity of supply to NHS patients. Meanwhile the Pharmaceutical Services Negotiating Committee has been trying to ensure that contractors are not caught bearing part of the "cut" themselves.

Last week's announcement (*C&D*, July 16, p92) by the Association of the British Pharmaceutical Industry that its members had agreed to reduce prices by an average 2½ per cent and freeze prices until next April has been followed by indications that companies will decrease the price to wholesalers with immediate effect, with wholesalers passing on the reduced prices to the chemists from August 1.

Without such an agreement it had been feared that neither chemists nor wholesalers would be prepared to order except on a hand-to-mouth basis, thus emptying the "pipeline" and risking supplies to the patient.

Initially it was the Government's intention — announced in a letter to manufacturers not received by many till Tuesday — that manufacturers reduce prices from August 1. By Monday the National Association of Pharmaceutical Distributors' director Ossie Logan had made representations to the Department of Health, while individual wholesalers pressurised the manufacturers to reduce wholesale prices immediately. The NAPD argued that wholesalers stood to lose £2.5m on the £100m of stock held. They pointed out the "desperate financial plight" of many distributors, eg 30 depots have closed down in the last two years. Wholesalers said they would not order until they had assurances that new orders would be delivered at the new prices.

On Monday the ABPI advised members in a circular that because of the reaction of wholesalers, manufacturers should make reductions with immediate effect. The DHSS has agreed to this saying the 2½ per cent reduction can be spread over a slightly longer period.

PPRS review warning

The Government has warned manufacturers that the review of the Pharmaceutical Price Regulation Scheme announced earlier this year is continuing: "A further announcement will be made in due course".

PSNC chief executive Alan Smith last week wrote to the Department of Health asking that the increase in the basic NHS price of drugs be from August 9. Contractors would then have till the end of September to clear their seven-week stockholding of products bought in at higher prices. If the increase were to occur before then, he argued, contractors would only have till the end of August, before, under the NHS contract, the new low prices would apply to scripts dispensed.

'Services in jeopardy'

Mr Smith pointed out pharmacists would soon have to dig into their pockets to repay the £68m discount claw-back and a further £18m increase in discount deductions, coupled with decreases in Drug Tariff prices for generics. "To expect a comparatively small section of the NHS to withstand such mammoth and consecutive financial burdens is inequitable and will place the provision of pharmaceutical services in jeopardy," he said.

Mr Smith told *C&D* the eight days' difference he is asking for makes very little difference to the industry as a whole, but is of vital importance to pharmacists — who are picking up someone else's debt. PSNC was not consulted by either the industry, the NAPD, or the Government prior to the ABPI/DHSS announcement last week. "This shows a complete disregard for the contractors' interests," says Mr Smith.

PSNC representatives are to meet with the Minister for Health next week to press their case. They will ask that the Prescription Pricing Authority be empowered to price scripts at pre-August 1 levels, if the manufacturers pursue the pricing policy in evidence this week.

Mr Dodd on the air

As *C&D* went to press, Unichem's managing director, Peter Dodd, said "the vast majority" of manufacturers had agreed to reduce prices to wholesalers from the beginning of this week. However many of them had not yet indicated whether price reductions would be across the board or off selected lines. Wholesalers could only update their price files as manufacturers notified the new prices. Mr Dodd said he expected contractors would be charged the new basis NHS prices from August 1.

The speed and strength of the reaction from wholesalers had brought home to manufacturers and the Government the "serious oversight" they had made and its

consequences, Mr Dodd said. "All wholesalers will suffer fairly substantial losses on their stock and will not make any gains through 'stock inflation' because of the price freeze over the next few months." Mr Dodd thinks these factors could put at least 12 wholesalers out of business. Nonetheless, the attitudes of manufacturers had on the whole been very sympathetic to the plight of the wholesalers.

Speaking on London's LBC radio on Wednesday, Mr Peter Dodd, Unichem's managing director, estimated that even with immediate price reductions wholesalers would lose a total of £1¼m-£1½m. The money lost by industry through this arrangement he guessed would be recovered by shortening the period of the "freeze" or by taking it into account at the next round of price increases.

Mr Dodd went on: "We have to accept that with the price freeze on drugs operating until April 1 next year there can be no question of profit on stock inflation, and all wholesalers at present rely on that because of the discounts they in turn give to the chemist. The only way that the wholesalers can resolve the problem is to cut the discounts they give to chemists. But the Government has already started clawing back from the chemist — and has been for some time — the discounts that they get and is currently talking about increasing that. So we are in a 'Catch 22' situation and we are very concerned."

Vetric managing director Peter Worling says a lot of help has been given by various manufacturers. His concern is to maintain the company's first class service.

Price changes

By Tuesday evening *C&D* had received notice from seven companies of their pricing policies or changes — full details are given on p165.

Fisons are dispatching orders this week but delaying invoice until the scope of their price cuts has been decided. Glaxo say wholesalers have agreed to take orders previously frozen: "There will now be no shortage of Glaxo products."

Boots and Hoechst are cutting the price of single brands only (Brufen and Lasix respectively) while ICI are concentrating reductions on two and Searle on six brands. Napp, on the other hand, have reduced the basis NHS price of their entire product range by 2½ per cent.

Syntex notified *C&D* on Wednesday of increases in the basic NHS price of 12 brands, effective July 19. This will benefit pharmacist contractors but not wholesalers who will have to pass on the reduced price immediately and thus lose their "two-week" cushion.

Pharmacists fear BOC may corner domiciliary oxygen

British Oxygen are planning to supply users of domiciliary oxygen with oxygen concentrators, should a DHSS-sponsored trial in the Manchester area decide in favour of the machines.

"Concentrators seem to be a fact of life. In some cases they are better than cylinders, especially with high volume patients," Mr E. Tucker, of BOC's medical gases division, told *C&D*. "We have made contingency plans, and BOC are able, willing and ready to supply should the DHSS come out in favour."

Concern has been expressed by pharmacy contractors that BOC will home in on heavy users initially, leaving pharmacists with only the smaller consumers. During the recent faulty valve scare BOC asked for details of every person visited and the number of cylinders held, and it has been suggested that this list could be used as the basis for a future "sell-in."

The two-year trial of the machines is due to end in August, and a report is expected to be with the Department of Health in October. Three concentrators are being looked at, from Rimer-Alto, Oxymaster and DeVilbiss. Each is about the size of a small refrigerator and can be wheeled about on castors. The filters require changing about every three weeks, and the machines cost around £1,200. The manufacturers say it provides a cheaper method of supplying oxygen than using cylinders, and preliminary results from the survey confirm this.

BOC have told the Department of Health that they would like to supply concentrators, but emphasise they will be taking no further action until the Department's decision is known. However the company has confirmed that tests are being carried out on machines that are designed to be carried about the house. BOC recently bought out an American company that manufactures concentrators.

The Pharmaceutical Services Negotiating Committee is keeping an eye on the situation and has written to the DHSS asking when the trial results will be ready. PSNC would expect to be consulted on any proposals, it says, but points out that the initial capital cost will be enormous, and back-up cylinders will still be required.

The National Pharmaceutical Association would like the supply of oxygen concentrators to be made through pharmacies if practical. But Mr Tim Astill, NPA director, says the capital cost may be too great, and the pharmacist may not wish to be involved. He also suggests that concentrators will be viable only with heavy usage patients, and will not replace cylinders entirely.



"Yes, I know they've cut £25m off the drugs bill, but I'm afraid you still have to pay full prescription charges!"

'Special' payments for GTN containers

The DHSS has agreed, following representations from the Pharmaceutical Services Negotiating Committee, that glyceryl trinitrate tablets dispensed on form FP10 may be treated as a "special container". Where the quantity ordered by the prescriber does not coincide with the "special container" of 100, the prescription may be endorsed accordingly and payment will be based upon the cost of the original pack(s) containing the quantity nearest to that ordered (see NHS Newsletter 4/82 item 8).

Pharmacists are advised to purchase glyceryl trinitrate tablets in packs of 100 in glass containers sealed with a foil lined cap and containing no cotton wool wadding. The container should be labelled with an indication that the tablets should be discarded after eight weeks in use (*C&D* June 18 p1139).

Animal test curbs resisted

Pressure for new curbs on animal experiments carried out for the cosmetics industry is still being resisted by the Government.

In a debate in the House of Lords last week Baroness Trumpington (Con) underlined the small proportion of experiments undertaken on behalf of the cosmetic manufacturers and the importance of ensuring the safety of their products.

Safety guarantees

She stated: "The cosmetics industry has to guarantee the safety in use of such products as shampoos, toilet soaps and dentifrices which are likely to be in contact with eyes or skin or which could be swallowed. The industry has an absolute duty under the EEC cosmetics directive to market products which are safe in use."

Lord Houghton of Sowerby (Lab), a

veteran campaigner on behalf of animal welfare, stressed that even a small percentage of experiments undertaken in the interests of the cosmetics industry meant that thousands of animals were involved.

□ A complaint that a national Press advertisement headlined "Outrage!" was likely to reflect badly on employees of the pharmaceutical and agrochemical industries has been upheld by the Advertising Standards Authority.

The advertisement illustrated a cat with an electrode implanted in its brain; the complainant noted that it was likely to mislead readers into sending donations under a false impression of the true conditions in laboratories.

The advertisers, Animal Aid, were requested to withdraw the advertisement.

No progress on BPA

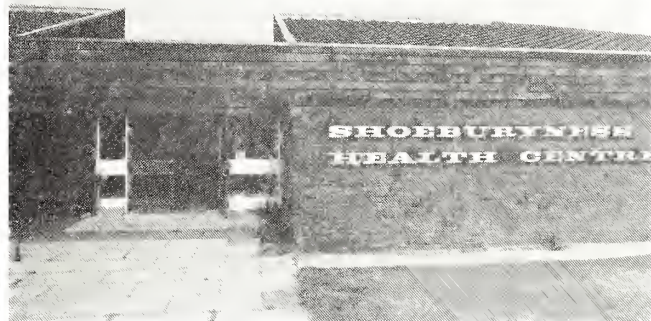
The Department of Health is unwilling to discuss further the introduction of increased Basic Practice Allowance of at least £5,000 pending the receipt of the Binder, Hamlin, Fry report on the Family Practitioner Services costs, *C&D* understands.

Originally the Pharmaceutical Services Negotiating Committee, which met with the Department as recently as last week to discuss BPA, hoped to implement the wish of local pharmaceutical committee representatives by July 1, the anniversary of the introduction of the BPA, but first the general election, and now the absence of the FPS cost report, have halted progress.

M&B survey opinion

Results of a questionnaire from May & Baker show that 73 per cent of pharmacists are against generic substitution, and 69 per cent feel that the promotional activity of drug companies should be more closely controlled.

In addition, 79 per cent of pharmacists felt that their training should increasingly reflect the commercial aspects of running a business.



£59,000 for 468 sq ft of police substation

A police substation (right) was last week sold at public auction to an unidentified buyer for £59,000. The building — which stands in the grounds of Shoeburyness health centre, Essex (left) — measures approximately 18 x 26ft and had a reserve price of £23,000.

Suspicion is that the buyer is a local pharmacy group which has the intention of opening a branch there. There are three established pharmacies within a quarter mile of the health centre, which accommodates three doctors with room for a fourth. The auction room is said to have been "packed" during the sale.

More help from the NPA on computers

The National Pharmaceutical Association is to publish a list of the computer labelling systems it recommends and may arrange a series of area meetings at which these systems can be shown.

The board of the NPA approved a report of its computer subcommittee last month which divided available systems into three groups according to cost: less than £900; between £900 and £1,700; and over £1,700.

The main purpose of the report was to narrow down the extensive number of systems to a few that could be recommended, subject to manufacturers extending preferential buying terms to members. The first two groups were of immediate concern. The last, most expensive, group would be considered in the future as prices were still fluctuating.

The sub-committee also stressed the need to remind prospective computer buyers of the excellent practical advice on choice of systems found in recent issues of the pharmaceutical Press.

☐ **Parallel importation.** The board generally approved the terms in which Mr Tim Astill, director, had written to the Secretary for Social Services (*C&D* June 18 p1110). The office had been in contact with Mr Michael Shersby, MP for Uxbridge, who was intending to ask a parliamentary question about the steps being taken by the Government to put a stop to the importation of unlicensed medicines.

☐ **Price cutting of General Sale List medicines.** Members are to be encouraged to report all instances of medicine price irregularities to the Proprietary Articles Trade Association. Mr Alan Facer, board member from Preston, initiated a discussion on price cutting based on information given by an NPA member in

his area. During the debate the board was reminded that price cutting of medicines was not a criminal offence. Ultimately, the question of legal action to be taken against price-cutters was solely in the hands of manufacturers whose contractual terms were being violated.

However, before that stage was reached the Proprietary Articles Trade Association normally succeeded in persuading the price-cutter to mend his ways by writing to him (or her) and arranging a friendly explanatory visit by the manufacturer's representative. It was decided that members would be reminded in the *Supplement* of the useful work being done by the PATA in controlling price cutting.

☐ **Welfare foods scheme.** The board considered the provisions made by the DHSS to supply modified dried milk in return for free welfare tokens. Exchange of tokens for the milk could normally be transacted only at clinics or welfare food distribution centres. A suggestion from the Health Visitors Association that a pilot scheme involving pharmacies should be carried out was felt by the board to be commendable, but required the involvement of the Department of Health.

☐ **Dispensing in Guernsey.** The director reported that he had met a Mr Weaver, a pharmacist practising in Guernsey, and that they had had a lengthy conversation about the various problems facing pharmacists in the island. In many respects pharmaceutical life in Guernsey was different from that in the UK; in particular, doctors may dispense for any patient who wishes them to do so and as a result could bring pressure to bear on patients to obtain their medicines from the surgery rather than a pharmacy. Mr Weaver told Mr Astill he was grateful for the moral support from the NPA but felt that no more was required at that stage. He promised to keep the office informed of developments.

☐ **Trade directories.** The director explained that under current legislation no payment could be demanded by a publishing company unless they first submitted a detailed invoice containing information about the directory, including circulation, size and area of distribution.

☐ **Business services.** A dehumidifier and a carrier bags bearing the NPA advertising campaign slogan "Ask your pharmacist. You'll be taking good advice" would be offered to members

☐ **A caring bear?** After considering a member's complaint the board decided not to register its disapproval of the latest Hofmeister Lager advertisement depicting the bear as a dispensing chemist at a disco. (A proposal that Hofmeister be asked to provide all members with a free sample was narrowly defeated!)

PATA report; number of RPM cases static

The Proprietary Articles Trade Association showed an excess of income over expenditure of £9,632 in 1982. Income from subscriptions was £46,453 and from donations and investments £10,337, including a £5,500 donation from Optrex Ltd. Expenditure was £47,158.

The number of manufacturer members totalled 34 at the end of last year, and the number of wholesale members increased by one to 22. Affiliated members dropped by four to 22.

During the year, says the annual report, the Association dealt with 192 cases of price cutting, 153 of which were satisfactorily concluded — 39 are still being pursued in conjunction with the manufacturers whose products are involved. The number of cases of price cutting reported to the Association remains fairly static.

Revlon and Concept in ASA complaints

A complaint that expiry dates for money-off coupons should be displayed on the outside of the pack has been upheld by the Advertising Standards Authority.

Objection was made to colour packaging on Revlon's salon formula Colorsilk which claimed "Special offer ... Plus 50p off next purchase." Having bought the pack in March the complainant noticed the offer closed in December 1982.

The advertisers acknowledged that the pack breached the British Code of Sales Promotion Practice and gave an assurance that future similar packs would carry closing dates. They informed the ASA that the offer would run again, closing December 31, 1983, and stockists had been asked to redeem outdated coupons from unmarked packs until then.

Another complaint concerned an advertisement for a £1 reduction on Concept Pharmaceutical's Helancyl Christmas packs — the complainant had been charged full price by a local chemist.

The Authority was satisfied that reasonable steps had been taken to ensure retailers were aware of the terms of the offer, but the chemist had not ordered Christmas packs at the special price. He has been informed of the offer, however, and had been given promotional sleeves to put on existing stock.

Ibuprofen for OTC sale in August

An amendment to the Medicines Act coming into effect on July 31 will allow pharmacists to sell ibuprofen over the counter. Boots have plans to market the drug but are not yet revealing details.

The amendment order allows ibuprofen to be sold for rheumatic and muscular pain, backache, neuralgia, migraine, headache, dental pain, dysmenorrhoea, feverishness, and symptoms of colds and influenza. The maximum single dose is 400mg and the maximum daily dose is 1,200mg. *The Medicines (Prescription Only) Amendment (No 2) Order 1983. SI 1983 no 957. HMSO £0.75.*

Briefly...

■ Acceptance of the World Health Organisation's voluntary code for marketing of baby foods, (*C&D*, *Babycare supplement*, February 19), is expected to be announced next week, a Department of Health Spokesman told *C&D*.

■ Sir Robin Ibbs — a director of ICI — has been appointed Prime Minister Margaret Thatcher's advisor on civil service efficiency.

By Xrayser

Silly season

Last week I wrote a piece called "open season" all about the poor rep who expected me to put an item into stock because a local GP was being paid a fiver to do a "trial" and might order it. My comment was triggered off by the experience of another pharmacist who wrote about the same thing in *C&D*'s "Open Shop" column.

At this point I find I have to say to myself "Gently Bentley, you wouldn't want to say anything *rude* which you might regret later, would you?" The explanation is that I have just finished reading the report of the PSGB Council meeting at which it was decided to offer no objections to a drug company's proposal to ask community pharmacists to distribute packs of four antihistamines *free* to customers. The tablets are to carry a questionnaire card to be filled in by the user and returned to the manufacturer via the pharmacy.

Now this raises a number of points. In the first place nothing is said about a professional fee. Unless it is an omission only from the report, I cannot understand how our Council can consider giving approval to a scheme which inherently demands the exercise of our professional judgement, without *explicitly* requiring payment to be made. There is no way I could be persuaded to give out freebies as a favour to a manufacturer unless I were to receive at least the standard dispensing fee.

And second, apart from the fee, the fact that the pharmacist is prepared to give his considerable personal weight to the recommendation intrinsic to such a trial would mean the Society lends approval to the product. It may be the product is OK but can you see the BMA giving a similar mild endorsement of such a proposition without commanding an appropriate recognition of the practitioners' skills?

Time and time again we are disappointed at the reports of our Council merely responding to a stimulus as would a lawyer to a client's request — with a dry legalistic dissertation. Where is the imaginative grasp of this opportunity to thump home the value we put on our services, which is what I look for in leadership? And the energy to tell the membership what line we are going to take? Makes me sick.

Two miles

While I am sorry to read the report of a doctors' victory in a case concerning rural

dispensing in Northern Ireland I was intrigued to see that in that part of the UK when a pharmacy opens in a rural area it is entitled to gain the dispensing from the area *two* miles in radius and from the population within half a mile of a bus route. I didn't know that, but consider it a more reasonable distance than the ludicrous English one mile radius, particularly in view of the fact that the NI population now has *ten* times more cars and telephones than in 1957.

This is a point we have overlooked when discussing rural dispensing here, and is one which should be given attention by our negotiators. Figures from the motor licensing authorities for a given area must be available, as must be those of the telephone company. And as a matter of interest, how does the population density of Northern Ireland compare with, say, that of Kent, or Cambridge?

Capital punishment

I have to admit that as a confirmed conservatively-minded, liberal-thinking, semi-socialist I like to keep an open mind (drain, did I hear someone say?) on such serious subjects. There are times when you read of some particularly ghastly battering to death of some unarmed old lady, or the slow calculated poisoning of of an unloved loved-one, when you feel a primitive urge for instant painful revenge in the same mode as the act itself. But then as the implications of the judicial process come home, you realise that too much time has elapsed for the heat of instant retribution to last, and the option of cold-blooded extinction becomes, for me at any rate, pretty well unacceptable.

But. Once, over a period of less than six months, I saw three young people destroyed by the work of drug-pushers. Though I tried, I was helpless in the face of irreversible terminal multiple drug addiction. The grief, endured pain and ultimate loss to the parents, as they watched the destruction of their bright spring children hardened my heart to the point that for me, one class of people have forfeited the right to live. And with absolute proof in my hand I think I would be willing to put them down. Nothing dramatic, mind, just a great big shot of morphine in the arm.

And so I used to think until I came across the pushers who themselves were trapped into it because of their own addiction. Where do you go from there? I see notified addict numbers have risen again and for the year ending 1982, were up 14 per cent on the preceeding year. Now we have 4,400 of them. How about concrete boots for the captured carriers?

Flolan injection

Manufacturer The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB

Description Vials containing 500µg of freeze dried epoprostenol (prostacyclin) as the sodium salt. The vial is contained in a metal tube with a soda lime sachet. If the sachet is coloured violet do not use the vial. Each 50ml vial of sterile diluent contains sodium chloride 0.147 per cent w/v and glycine 0.188 per cent w/v, with a pH adjusted to 10.5

Indications Epoprostenol is a potent inhibitor of platelet aggregation and a potent vasodilator. It is indicated for the preservation of platelet numbers and function during pulmonary bypass, the prevention of platelet activation during charcoal haemoperfusion, and as an alternative to heparin during renal dialysis, especially when a high risk of bleeding exists. Epoprostenol is a naturally occurring prostaglandin produced in blood vessel walls. Inhibition of platelet aggregation is dose related, and operates by elevating platelet cyclic adenosine monophosphate. Higher doses (20 nanograms/kg/min) disperse circulating platelet aggregates. Both inhibition of platelet aggregation and vasodilator effects disappear within 30 minutes of the end of the infusion

Dosage Suitable for continuous infusion only, either intravascular or into the blood supplying the extracorporeal circulation. Cardiopulmonary bypass: after induction of anaesthesia until start of bypass 10 nanograms/kg/min intravenously by central venous catheter. During bypass 20 nanograms/kg/min. The infusion should be stopped at the end of the bypass.

Charcoal haemoperfusion: prior to start 2-16 nanograms/kg/min intravenously. During haemoperfusion 16 nanograms/kg/min into the proximal line of the charcoal column. The infusion should be stopped at the end of haemoperfusion. Renal dialysis: prior to dialysis 5 nanograms/kg/min intravenously. During dialysis the same into the arterial inlet of the dialyser. There is no information for use in children. Only the diluent provided should be used. The enclosed filter unit should only be used once. To reconstitute, strict aseptic technique should be used.

Particular care should be taken in calculating dilutions — see data sheet for recommended procedure

Contraindications, warnings No recognised contraindications in pulmonary bypass, charcoal haemoperfusion or renal dialysis. The vasodilator effects disappear within 30 minutes of the end of the infusion.

Epoprostenol is not a conventional anticoagulant and should not be used to replace heparin in cardiopulmonary bypass or charcoal haemoperfusion, but can do so in renal dialysis. However it may potentiate the action of heparin. The vasodilator effect may be augmented by the concomitant use of other vasodilators, and the effect on heart rate may be masked by drugs which affect cardiovascular reflexes. If excessive hypotension occurs during administration the dose should be reduced or the infusion discontinued. Elevated serum glucose levels have been reported during infusion. Risks during pregnancy unknown

Side effects Facial flushing is often seen. Headache, nausea, vomiting and abdominal colic have occurred in some conscious individuals. Bradycardia, associated with a considerable fall in systolic and diastolic blood pressure has followed iv administration of a dose equivalent to 30 nanograms/kg/min in healthy conscious volunteers. The main feature of overdosage is likely to be hypotension

Pharmaceutical precautions Concentrated solution of Flolan (10,000 nanograms/ml) in glycine buffer, when diluted to a maximum of 1:6 with sodium chloride infusion 0.9 per cent w/v, will retain 90 per cent of its potency for 12 hours at room temperature. Store vials of diluent and Flolan between 2-8°C

Packs 1 vial of 500µg epoprostenol with 1 vial of diluent (NHS price £103.86)

Supply restrictions Prescription only
Issued July 1983.

Multiload Cu250 short IUD

Organon are introducing a new intra-uterine device on August 8. The Multiload Cu250 short differs only from the standard device in that its vertical stem is 11mm shorter.

Research into the internal shape of the uterus has shown that the endometrial length increases with advancing parity whereas width increases only slightly. This explains why standard devices fitted into nulliparous women often cause bleeding and cramps; the lower end of the device encroaches into the cervical canal, say Organon.

The device is aimed at low parity women who do not wish to go back on the pill. It is less suitable for nulliparous women as the arms cannot be preloaded into an inserter and the head might be too wide for insertion into the narrow nulliparous cervical canal.

The device (£5.50 trade) is not yet available on the Drug Tariff. The device

has a life of three years. *Organon Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge.*

Opsite in Drug Tariff

Opsite dressings from Smith & Nephew become available on prescription as from August 1. The dressing is an adhesive semi-permeable polyurethane film that is permeable to water vapour, oxygen and carbon dioxide, but not to bacteria and liquids. By retaining a moist environment over the wound the rate of healing can be significantly increased.

The dressings are 10 × 10cm and can be ordered individually (NHS price £0.65 each) or in outers of 10. The company warns that only the new pack (ie not the 10 × 14cm size) conforms to Drug Tariff specifications. *Smith & Nephew Ltd, PO Box 81, Hessle Road, Hull HU3 2BN.*

Nidazol tablets

Steinhard have introduced a generic brand of metronidazole. Nidazol tablets contain 200mg of metronidazole and are presented as round white tablets, one side bearing the name "Steinhard" and the other scored with the letter "M" above the score line and the figure "200" below (21 tablets £1.90, 250 tablets £22.50, 1,000 tablets £88.50). *M.A. Steinhard Ltd, 703 Tudor Estate, Abbey Road, London NW10 7UW.*

Merbentyl packs

The 250 bottle of Merbentyl tablets has been discontinued. All orders for Merbentyl 250s in process will be met by the 50 bottle, which is still available, at the rate of 2 × 50 for each 250 ordered. No stock can be returned for credit. *Merrell Pharmaceuticals Ltd, Pimbo Road, Skelmersdale, Lancs WN8 9PE.*

Licence withdrawn

Following the discontinuation of Pro-Banthine with Dartalan, Gold Cross Pharmaceuticals have withdrawn the UK product licence with effect from August 31. Pro-Banthine 15mg tablets and Dartalan 5mg tablets remain available as separate preparations. *Gold Cross Pharmaceuticals, division of G.D. Searle & Co, PO Box 53, Lane End Road, High Wycombe, Bucks.*

Femerital packs

The 10 tablet blister pack of Femerital tablets has been discontinued, and the preparation is now supplied in bottles of 20 tablets (£0.46 trade, £0.79 retail). *MCP Pharmaceuticals Ltd, Simpson Parkway, Kirkton Campus, Livingstone, West Lothian.*

What the Scots have been putting on Rabbie's burns, cuts and scratches...

Tubifast – the new tubular dressing retention bandage from Seton – has been test marketed in Scotland. And emerged with flying colours.

So having convinced the canny Scots of its worth, Tubifast is about to make a foray south of the border.

Into chemists' shops nationally.

...is now
available
nationally.

Needing no pins, no tying, no taping, new Tubifast is applied instantly.

Making the business of dressing retention on all manner of minor injuries easier and faster than ever before.

Features which will be readily appreciated by your customers – and seen throughout the land via national advertising support in Readers' Digest, Womans' Own, Woman & Home, TV Times and Radio Times.

Full details of the special Tubifast introductory offer are yours for the asking.

Please complete and post the coupon today.

Seton[®]
THE 'TUBIGRIP' PEOPLE

Seton Products Limited · Tubiton House
Oldham OLI 3HS Tel. 061-652 2222 Telex: 669956

Please send me details of the special introductory offer on new Tubifast.

Name _____

Address _____

Post to: Seton Products Limited · Tubiton House · Oldham OLI 3HS

tubifast The instant tubular dressing retention bandage.



New discretion, with unique rounded ends.

New absorbency, the UK's most absorbent press-on.

New softness, for even greater comfort.

New convenience, even easier to flush away.

New Libra
New produ



New pack.
New deal.

National launch for Seton Tubifast

Following a Scottish test market (*C&D* May 21 p918), Seton Products are going national with Tubifast advanced tubular bandage.

The bandage is already used in some 250 hospitals, "where its simplicity and ease of use has gained ready acceptance", and is also widely used throughout industry and commerce for first aid use, says the company.

"Unlike Tubigrip, Tubifast is a tubular dressing retention bandage for cuts, grazes, rashes and minor burns. Made from a rayon-incorporating elastic threads, it has one-way elasticity to provide light pressure and hold dressings in place despite variations in limb size and muscle activity."

Safety lock

The bandage can also be used to cover skin conditions — such as rashes and burns — or to cover ointment and creams. It is said to have "a unique safety lock feature" to prevent it from being over-stretched. No pins or tying are required.

Available in one metre packs and three sizes — small (with red stitching on the packaging), medium (green) and large (blue) — a display pack containing 12 of each size is being offered to chemists at a 40 per cent profit on return during the launch period which runs until February. Press advertisements supporting the national launch will run in *Radio Times*, *TV Times*, *Readers Digest*, *Woman*, *Woman's Own* and *Woman & Home*. Seton Products, Tubiton House, Oldham, Lancs.

Seton are using advertisements in the women's Press to support Tubifast's national launch



A spirited perfume from France

A perfume developed by the chairman of Covalic SA, a French cosmetics company, three years ago and which now has international sales is being introduced into the UK.

Folies Bergère, named after the French musical and dance theatre, comes in a falcon with a fan-shaped cap and is packed in a blue and black streaked box. The perfume is said to blend more than 90 ingredients including peaches and raspberries. An introductory offer of one extra 30ml bottle on every dispenser of 15 (trade £33.00) is available until October and further promotional activity will begin in the Spring with a consumer competition offering a trip to Paris.

Retail prices are from £9.50 for recharge /

refill ¼ oz to £27.00 for extrait 1oz. Eau de parfum is from £9.00 for 50ml to £16.50 for eau de parfum vapo / spray 100ml.

Fragrances International UK Ltd, 67 Ennerdale Road, London.

Gifts from Cacharel

Christmas gift presentations from Jean Cacharel include the coffret collection which comprises le petit coffret rose (£11.95) containing eau de toilette atomiser spray, 30ml, savon and handkerchief; le grand coffret rose (£15.95) with eau de toilette vapo spray, 50ml, voile de douceur, 100ml, and handkerchief; le coffret de luxe (£24.95) consisting of eau de parfum bottle, 30ml, eau de parfum purse spray, 7ml, and scarf. Golden Ltd, 30 Kensington Church Street, London W8.

LET PARCELSPEE



Cardin's scent for paradoxical women

Following the successful launch of Choc de Cardin last year the company is now introducing a second feminine fragrance, Paradoxe, throughout Europe.

Cardin sees women as a paradox, "a living contrast between strength and tenderness, shyness and daring, purity and passion" and he believes everything about Paradoxe develops this.

Top notes comprise bergamot, Californian lemon and mandarin blending with Moroccan jasmine, hyacinth, ylang-ylang, iris, tuberose and the low notes of spices, woods, musk and leather.

Packaging is black and white and

prices start at £12.50 for a 50ml eau de parfum rising to £29.50 for the 15ml perfume. Described as "an affordable luxury, the fragrance is for "any sophisticated woman over 25".

An advertising campaign breaks in September in *Vogue*, *Cosmopolitan*, *Options*, *Woman's World*, *Woman's Journal*, *She*, *Company*, *Harpers and Queen* and *Beauty and Skincare* and runs through the pre-Christmas period. *Parfums Pierre Cardin, Trevor House, 100 Brompton Road, London.*

Additions for super sensitive lines

Solid cleanser (£6.50) and ultra rich cream (£15.50) are additions to the super sensitive skin care range which is said to

be perfume and colourant-free. Manufacturers Germaine Monteil say solid cleanser, 150gm, is a mild cleansing soap and ultra rich cream, 50ml, a light cream for dry skins.

Further products have also been introduced to the Revivance range, launched last year — enriched cream, 50ml, (£28.50) for dry skin, active stimulating beautifier, 50ml, (£22.50) which they say should be left on the face and neck for 30 seconds before it is massaged into the skin. Intensive concentrate comes in coffrets containing seven 25ml phials — one for each day of the week (£35.00). The company says the Revivance range is aimed at the older woman. *Germaine Monteil, St Georges House, St Georges Street, London W1.*

More Counterpoints overleaf

Watching the IPC women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines used as a basis have been divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the September editions due to appear mid-August.

Elizabeth Arden make-up:	M
Ashe Labs Double Amplex:	W
Maws baby products:	M
Mint Cool:	W,M,Y
Sherleys:	W
Vitapoint:	W
Beauty Basics:	W,M,Y
Beechams Quickies:	M
Bristol Myers Glints:	Y
Nice 'n Easy:	W,M,Y
Carter Wallace Discover 2:	M,Y
Chanel:	M
Chesebrough Ponds Cutex:	M,Y
Cocoa butter:	W
Cold cream:	M
Vaseline:	M
Clinique:	M
Colgate Soft & Gentle:	M,Y
Combe Lady Grecian:	W

Lanacane:	W,Y
Crookes Hermesetas:	M,Y
Cuxson Gerrard Carnation corn caps:	W
DDD Blisteze:	W,Y
Deep Down:	Y
Dentinix:	M
Elida Gibbs Harmony:	Y
Impulse:	Y
Timotei:	M,Y
Eylure 10-0-6:	Y
Gillette Aapri:	Y
Goya Savlon:	W
Houbigant Chantilly Lace:	M
Gan:	M
ICC Anbesol:	M
Anne French:	Y
Immac:	Y
Preparation H:	M
Johnson & Johnson Carefree:	W,M
KY Jelly:	M,Y
Stayfree:	W
toothbrushes:	M
Kimberly-Clark Maxi-dry:	W
Larkhall Labs Face lifting:	M
Ruthmol:	W
Estee lauder:	M
Lilia White Lil-lets:	Y
Stick-on:	W,Y
Murine eye drops:	Y

National Pharmaceutical Assoc:	M,Y
Nicholas Labs Almay:	Y
Feminax:	Y
Numark:	W
Nurse Harvey:	M
L'Oreal Belle Color:	M
Cacharel:	M
Freestyle:	W,Y
Orlane:	M
J. Pickles:	Y
Proctor & Gamble Pampers:	M
Reckitt & Coleman Disprin:	W
Nina Ricci:	M
Richardson Vicks Night of Ulay:	M
Oil of Ulay:	M,Y
Rimmel:	W,M,Y
Robins Chapstick:	Y
ROC:	M
Rochas:	M
Yves Rocher:	M
Helena Rubinstein:	M
Sancella Libra:	W,M,Y
Libresse:	M
Minima:	Y
Vidal Sassoon:	M,Y
Smith & Nephew Nivea:	W,M,Y
Tampax:	W,Y
Thompson Aquaban:	W,Y
Bran-slim:	W
Slimline:	W,Y
Warner Lambert Polycolor:	M
Wella:	Y

GIVE YOUR PRODUCTS 'THE RUSH AROUND'

NATIONAL CARRIERS PARCELSPEED

COLLECTION AND DELIVERY OF URGENT PARCELS WITHIN 24 HOURS

You require a collection — and next day delivery service that's fast, reliable and competitively priced. You need Parcelspeed. Just one label per package and one consignment docket is all we need. We'll rush around, collect and deliver within 24 hours

during which time we keep track of progress by computer. Parcelspeed, the ideal service for meeting all your delivery deadlines without spending a fortune. Give your product the "rush around" and call Bernie Mason on 021-359 0551.

er Company of the employee-owned National Freight Consortium plc

Beecham invite supporters to join display 'club'

Pharmacists who commit to displaying Beecham Proprietarys' Winter remedies throughout next season will be invited to join a club — with gifts, a free draw and special offers among the attractions of membership.

Beecham have been running display incentives for the past four years and the level of success has encouraged the company to cement the relationship with loyal customers — nearly 2,000 of whom stayed with 1982's "Personal touch" scheme to its conclusion. To join the Beecham "On Display" Club, a chemist must agree to maintain displays from September 1983 to March 1984.

Representatives' visits confirming display in November-December will qualify the chemist for a cuddly polar bear (Eddie, the club mascot) and entry into a "London on Display" draw. The winners, one from each of the eight sales areas, will be treated, with their families, to an action-packed two-day visit to the capital with events such as helicopter rides, a Thames trip and a gala dinner at Madame Tussauds.

In the January-February phase, chemists will be presented with an illustrated book on London — linked to special offers on events attended by the draw winners.

Two display units are being offered, both the result of experience and research into merchandising needs and trends. The larger unit is in modular form, with the three sections capable of separate use and with consumer self-selection or behind-the-counter off-take. The smaller unit is for self-selection products only, and holds

a comprehensive range including Mac, Veno's, Sucrets, Hot Lemon, and the Beecham Powders range. Other POS and display aids include extension of "giant" packs to the whole range, the multi-product "signpost" unit, and shelf-edgers. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex.*

Badedas additions

Two new Badedas products are being launched in time for Christmas — in addition to new "gift" designs for the existing range and two special coffrets.

Badedas Silk foam bath is described as "the ultimate in bathing luxury" and blends emollients, natural essences, egg and horse chestnut. The burgundy, cream and gold packs (200ml, £2.99) complement the green and cream of the standard product, with both highlighting the horse chestnut motif.

In similar packaging is Badedas body lotion (210ml, £2.99). Almond green in colour it is designed to leave the body "lightly perfumed, moisturised and cool all day long".

The gift pack designs are for the three larger sizes of Badedas gelee (125, 300 and 900ml) and for Badedas soap — again featuring the horse chestnut ingredient. The coffrets comprise 125ml gelee and soap (£3.55) and 125ml gelee with vita creme wash luxury "liquid soap" (£4.35).

The Badedas range will be advertised in women's magazines and colour supplements from October to Christmas, using the established "lady at the window" theme. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex.*

New Winter merchandisers



Above: New body lotion and Badedas Silk in updated packaging. Below: Two coffrets for the Christmas gift market

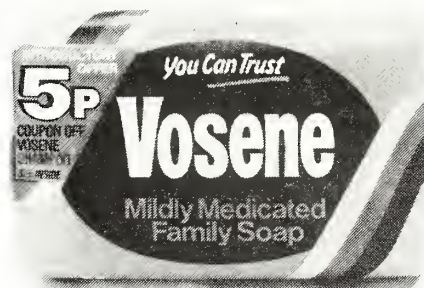
... and Vosene soap

Beecham Toiletries are aiming to penetrate the toilet soap market with the launch of a 142g bar (£0.23) under the Vosene name.

The company see Vosene soap as a natural extension to the already-established shampoo range.

A promotional campaign putting Vosene forward as the UK's mildly-medicated soap for all the family has been prepared, including a £1.25m television campaign breaking October and running for several months.

Soap wrappers will initially carry a 5p-off-next-purchase coupon for the Vosene shampoo range. *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*



Introductory offer on Vosene soap

Propain

LUITPOLD

As more and more patients
'Ask their Pharmacist',
make sure you can meet
the ever-growing demand for
an effective and powerful
analgesic.

Stock and Display

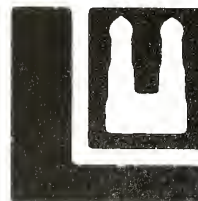
Propain

(packs of 12 & 100 tablets)

Available through your usual Wholesaler
or contact Luitpold direct for immediate service
Telephone: 01-561 8774

P

LUITPOLD



Luitpold are supporting Retail Pharmacy with 'Pharmacy only' products
Make counter prescribing really pay

Division of Ciba to go for OTC market

Ciba-Geigy Pharmaceuticals have formed a new division to market OTC medicines.

The division, Ciba Consumer Pharmaceuticals, will concentrate initially on a new marketing programme for the current pharmacy-only range — Otrivine, Bradosol, Andursil and Eurax. Promotion of these medicines to doctors will cease and the company may consider advertising them to consumers, although plans have not yet been decided.

In future years most of the division's growth is expected to come from new products and the aim is to capture at least 5 per cent of the total OTC medicines market within three years.

The first newcomer is Lypsyl, acquired from Elida Gibbs and claimed to be the dominant brand in the lip moisturiser market. Marketing, sales and distribution responsibility will have passed completely to Ciba Consumer Pharmaceuticals by August 15. The pharmacy-only policy for medicines will also apply to Lypsyl, which will no longer be supplied to grocery outlets. Although

the product has year-round usage, there is a winter seasonal bias so retail activity is planned for the Autumn. The company is looking at possible variants with a medicinal rather than cosmetic emphasis.

Mr Roy Simpson, sales and marketing manager, told a Press conference last week that the division intended to offer a new generation of OTC medicines "more effective than those currently available and of the highest quality as perceived by the consumer and the community pharmacist." He believed the pharmacy was the ideal place for such products.

Development and registration of new OTC medicines was a lengthy business and fast growth could only be achieved by acquisition of brands and possibly companies. "In our new product search we will look hard at our own prescription inventory for potential OTC lines," he said, although he was unable to disclose at this stage which therapeutic areas they were considering. The company also stood to benefit from the high technology approach being adopted by sister companies around the world, as in transdermal drug delivery and the osmotic release oral system (OROS). *Ciba Consumer Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB.*

Philips heat-lamp

An infra-red lamp is being introduced by Philips to help soothe aches and pains.

The Infraphil HP 2001 (£19.95) comprises a flexible arm which makes for accurate positioning of the heat-lamp on particular areas of the body. An incandescent element plus a specially shaped bulb ensure all warmth is utilised while a filter helps to cut out unwanted glare. The lamp is designed in black and white and can be clamped to walls or tables. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

Natural expansion

Looking to expand distribution into chemists 18 months after launch are Kendall Wellington & Co. Actress Suzy Kendall and model Pat Wellington combined their knowledge of beauty preparations and came up with a collection of natural beauty preparations for the hair and body. Shampoo and conditioners, skincare, bath ranges and accessories are available. Balm mint cleanser, cool cucumber toner and strawberry and comfrey shampoo are included in the range. Prices start at £1.50 for the 135ml shampoos rising to £6 for the extra nourishing wrinkle cream.

Opening parcels start at £50. *Kendall Wellington & Co, 1 Balfour Place, London W1Y 5HR.*

Pierre's treatment

Hair-stylist Pierre Alexander is launching a range of hair care products each designed and researched at his Manchester salon.

Pierre shampoo comes in five variants — greasy, dry, dandruff, normal and blonde (£1.50) using natural ingredients and there is honey and wheatgerm conditioner (£1.85), power pack treatment (£2) and a special long hair treatment (£2). Both power pack and special long hair treatment are for hair which has been "worked very hard" or has split or dry ends.

Texturising foam (£2) is described as the real success in the range. "This type of conditioner represents a real growth area in the hair care market." Packaging comprises chunky styled bottles while clear gel (£0.95) is available in a tube.

Plans are afoot to advertise the range in the women's Press. A series of POS display boxes and counter show cards all bearing the theme "Pierre Alexander hair products offer the freedom of choice" The products can be obtained mail order from *Pierre Alexander International, 17 Audley Street, London or St Anns Square, Manchester.*

Robinson's Poppets—cost-conscious

Babywipes said to be 20 per cent larger and less than half the price of most other brands are now available from Robinsons of Chesterfield.

Cosifits Poppets come 80 to a pack (£1.25). The wipes are made from a non-woven material moisturised with lanolin to provide softness. An irregular-shaped



opening for the wipes, which tear-off, has been designed as an alternative to the "star" shaped opening on other babywipe containers. The company says the design means that the wipes can be pulled easily from the pack with one hand.

Poppets will be promoted alongside the Paddi Cosifits nappy brand which is currently receiving £3.8m in support, say the company. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*

Scented body lotion joins Armani range

Fashion designer Giorgio Armani has added a perfumed body lotion to his range of scents.

Perfumed body lotion (£11.60) is being offered as a moisturising cream which will condition the skin. "Because a well moisturised skin retains a scent longer, the lotion is an important step in the creation of a longer-lasting fragrance aura," says Armani. The lotion comes in a faceted frosted glass bottle with a hemispherical cap.

Armani recently won the American Fragrance Foundation award which is given annually to a fragrance in limited distribution with the best packaging design. Distributors are *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB*

Why we will play an important part in your future



New pharmacy-only products

have been developed to meet the genuine needs of your customers by Bristol-Myers, one of the world's top ten pharmaceutical companies.

Marketing and media muscle

will ensure that your customers are made aware that these new products are available exclusively through their local pharmacy.

A valued member of the community health team,

you have the full support of Bristol-Myers Pharmacare, totally committed to getting a balance of brand development, training and promotion that will help your business to grow.



BRISTOL-MYERS PHARMACARE*

New no-iron One-a-day

Crookes One-a-day multivitamins are being re-formulated in two variants with added vitamins and with or without iron. Sales of multivitamins through chemists rose to £16.5 million in 1982, an increase of 15 per cent over 1981, say Crookes. Volume sales saw a 3 per cent increase in the same period, and figures for the first four months of 1983 show a 7½ per cent growth.

One-a-day, say Crookes, are now in third place in the branded multivitamin market with a 7 per cent share.

The branded vitamin market is split 50/50 between variants with and without iron. Crookes believe that the introduction of One-a-day without iron will substantially increase their share while the iron variant now includes two further vitamins and three minerals — vitamin E and calcium pantothenate, zinc, manganese and potassium iodide.

Updated packaging keeps the One-a-day instruction prominent and differentiates between the two variants. Advertising will be targeted at mothers, and commences October primarily in the women's Press. Details have yet to be finalised but a £½m spend is already allocated. A display unit to take both variants in the two sizes — 30s and 60s, £1.09 and £1.99 — will be available from August. It holds four of each of the two sizes and variants (trade price £14.95).

Strepsils, Karvol, One-a-day, Meloids, Famel, Sweetex, Hermesetas, Crunch n' Slim, Complete Care, and Fenox will all carry credits for Thomas Cook retail vouchers from July to October. These can be spent on any Thomas Cook holiday, British Rail tickets, car hire or hotels in the UK or abroad, Bonusbonds and vehicle licence stamps. Each credit is worth approximately 1p. Orders placed during this month and next receive double credits. A Meloids display stand, for example, gives 40 credits — a total of 40p. The credit value will also be increased by 20 per cent if all ten brands are ordered. Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.



One-a-day multivitamins with up-dated variants and prominent packaging

More shine for Silvikrin shampoo

The Silvikrin shampoo range is being updated with the addition of two new shampoos — replacing beer shine and golden wheatgerm — and an improved anti-dandruff version.

Henna for extra shine and jojoba for extra body are the two additions while the anti-dandruff variant now provides "an unbeatable combination of effective dandruff-control plus conditioning-power". Prices and sizes remain unchanged. Packaging will be in the livery of the existing Silvikrin lines and a £750,000 advertising and promotional campaign — details of which have yet to be finalised — will commence in September.

For over 20 years Silvikrin shampoo's popular strength has been based on the success of its dry, greasy and normal variants, say Beecham. "From this traditional foundation the current triple introduction is opening up fresh expansion opportunities for the range." The company is confident that the update, in line with changes in key

consumer needs, will ensure it remains the number one brand. Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex.

Mavala extend nail-care line

Mavala Laboratories are adding a nutritive cream, a protective glaze and ridge filler to their range in September.

Nailactan (20ml, £5.25) "provides special help for dry nails and is especially beneficial to superficial friability," claim Mavala, while Colorfix (10ml, £2.45) gives "an extra protective armour against chipping and peeling". The Ridge Filler (£2.45) helps keep deeply ridged nails smooth. Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent TN13 2HV.

New sized bran

The Jordan high fibre cereal bran and apple original crunchy is now available in a 2lb size (£1.28). W. Jordan (Cereals) Ltd, Holme Mills, Biggleswade, Bedfordshire.

André Philippe

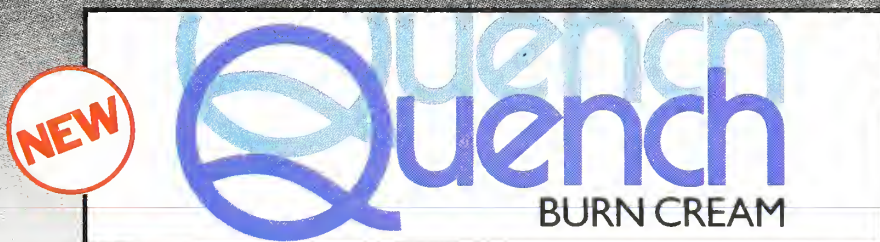


For the very best in Bubble Bath Gift Packs

Sales—Home and Export—Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND

HOT NEWS FROM SETON.



We first introduced you to Tubigrip, think how successful that's turned out to be. Now we're introducing you to two new products, Quench and Care.



The first is expected to become leader in a whole new market for burn cream.

The second, an antiseptic, has a potential target market of 73% of all mothers.

Both have been heavily researched and both will take hefty amounts out of their respective multi-million pound markets.

So don't get burnt, get stocked up to meet demand.

Seton[®]
THE 'TUBIGRIP' PEOPLE

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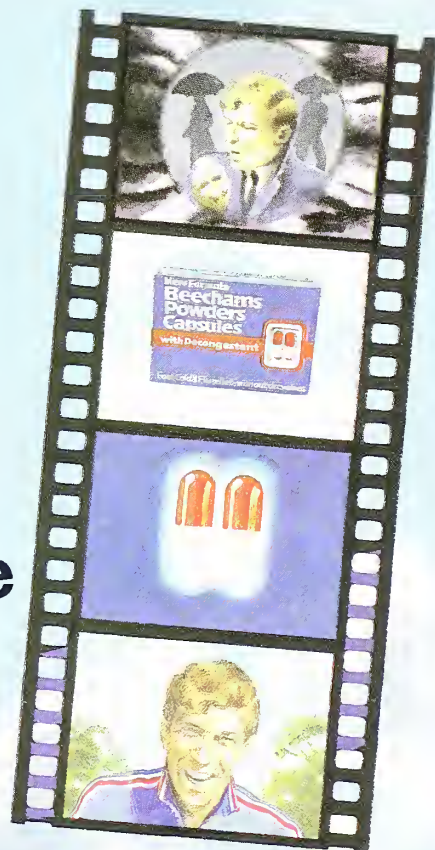
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Dosage see enclosed
leaflet

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Liga rusk with 'lowest' sugar

Cow & Gate are relaunching their Liga rusks with an even lower sugar content of 12.5 per cent sucrose (previously 18 per cent) and one which they claim is now the lowest of any rusk on the market. The company say they are responding to growing consumer demand for low sugar products and are backing Liga with a £150,000 promotional budget.

Packaging is red and cream with 16 (£0.52) and 24 (£0.67) rusks to a carton in new-size outers of 12, rather than 24 as before. The packs have either vertical or horizontal facings and will be distributed from next week as stocks of existing products are exhausted.

Cow & Gate say there will be a major consumer promotion between September and December. Sampling will include Bounty bags and the new Bounty weaning scheme exclusive to Boots (C&D July 16 p100). Advertising will be in specialist motherhood publications like *Maternity & Mothercraft*, *You & Your Baby* and "The Bounty Baby Book".

Michael Whitcroft, marketing manager, says: "Liga presents a real opportunity to capitalise on consumer demand for low-sugar products. We anticipate real growth in this sector with Liga making a real contribution in stimulating sales of low-sugar rusks."

The new formulation of Liga contains 12.5 per cent sucrose (the original formulation contained 18 per cent), total sugars 71.8 per cent (70.3), proteins 10 per cent (9.7) and fats 8 per cent (6.7). Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts BA14 8HZ.

Brobat re-packaged

Brobat bleach (one gallon) is now re-packaged in a blue bottle with white graphics and a "usage panel" which illustrates the products applications. *Jeyes UK Ltd*, Brunel Way, Thetford, Norfolk.

Spring water facial spray from Marcel

Marcel mist is a new facial spray, said to moisten and refresh the skin, which contains spring waters infused with natural herbal extracts. The 100ml handbag-sized aerosol from Louis Marcel will sell for £1.45.

The consumer launch will be backed with full-colour advertisements in the

Liga rusks, re-launched with a reduced sugar content of only 12.5 per cent sucrose, now appear in red and cream, with vertical or horizontal facings



women's magazines, the company says. The ultra fine mist contains extracts of cucumber, camomile and rose bay willow herb. The can is to be held 12in from the face and the eyes closed when the spray is delivered. *Lousi Marcel Ltd*, Priors Way, Maidenhead, Berks SL6 2YL.

Mintel on shampoos: Grocers take 37pc

Important launches from the large manufacturers and expensive minority products from cosmetic houses will continue to be a feature of the shampoo market but the number of middle-rank unadvertised brands will be reduced over the next few years, says the latest Mintel report.

Figures included in the report are those published in the recent haircare feature (C&D, May 7), although the report now lists Silkience and no longer All Clear as the second most advertised shampoo after Head & Shoulders.

Based on a sample of 942 adults the report finds there is a peak for the usage of medicated brands in the middle age group while the usage of variants for greasy hair declines as people become older. A greater use of normal shampoo is discernible among the ABC1 groups. Well over half the shampoo used is either cosmetic for normal hair or medicated, Mintel conclude.

Chemists and department stores still control the sales of the more upmarket shampoos, says the report, but grocers have gradually carved themselves a one third share of the market. Grocers now have a 37 per cent share of the market, Boots 25 per cent, drug stores 10 per cent and chemists 7 per cent. The remaining 21 per cent of the market is covered by Woolworth, department stores and other

outlets. "The chemist category has held up due to the success of drug stores, though pharmacists would quarrel with this system of classification," the report comments. It also points to the trend towards more frequent usage among the younger age groups and the trend towards larger pack sizes. *Mintel Report (July) 1983*, 7 Arundel Street, London WC2R 3DR (£45).

■ Dendron Ltd are distributors of Ruthmol low sodium salt to the chemist trade, not Cantassium as indicated in C&D July 9. *Dendron Ltd*, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	C1 Channel 1s
Bt Breakfast Television		C4 Channel 4

Aquafresh 3:	All areas
Bergasol sun lotion:	C4 (G)
Bic razors:	All except U
Blue II:	All areas
Cidal soap:	Bt
Elastoplast range:	All areas
Farley's low-sugar rusks:	All except E
Germolene cream:	Lc
Jaaps health salts:	Sc
Limara bodyspray:	All except Ln, WW, We, So
Lucozade:	All areas
Maws Wipers:	All except A, We, B, E, C1
Mycil:	All except Ln, Y, NE, U, E, C1
Optrex lotion and drops:	All areas
Odor Eaters:	All C4 areas
Pampers disposable nappies:	All areas
Polytint:	Lc, Sc, So, A, U, We, B, G, E, C1
Ponds cold cream:	Bt
Silkience conditioner:	All areas
Tahiti bain moussant with monoi:	All areas

Wisdom.

What it takes to sell 20 million
toothbrushes a year.



Has chemists' toothpaste share bottomed out?

Toothpaste consumption in the UK has increased by some 38 per cent in volume terms since 1974. For chemists though the story is still the same — decreased share. Despite this both Beecham and Elida Gibbs are confident that chemists are holding their own in the toothpaste market.

Increased toothpaste usage in the UK follows a change in attitude towards preventive dental care which began in 1969-71, when a substantial section of UK consumers started to take the therapeutic benefits seriously.

Before that time, toothpaste was looked upon as a cosmetic aid for removing stains and bad breath, and dental trouble and tooth loss were regarded as unavoidable consequences of growing old.

The market value is generally reckoned to be worth around £70m to £77m at rsp, although Elida Gibbs estimate its value at £92,600,000 at rsp in 1983. In 1974 £31m was spent on toothpaste in the UK, the present apparent gain being much exaggerated by sterling inflation.

Beecham say that counting tubes is a no more accurate measure of increase, because consumers tend to buy larger sizes now. For example, in the sixties almost 60 per cent of sales were confined to standard 30ml tubes, which account for less than 5 per cent of sales today. In Beecham's opinion, only "tonnage" volume is immune from long term distortions due to inflation and size-pattern fluctuations — and in those terms there has been a 38 per cent increase in UK consumption since 1974, bringing the anticipated total for this year to around 8 million litres.

Growth predicted

Against that, one chemist multiple notes that the market has been stagnant in real terms for the past two or three years. However, major new product launches at the beginning of this year are believed to have stimulated the market, with real growth predicted for the remainder of 1983 — some of which may be carried through to 1984.

Good news, perhaps, but it appears that the chemist is still losing share. Well over 60 per cent of toothpaste volume goes through grocers. Boots are said to have a 14 per cent share and independents

4 per cent (see table 1). Nevertheless, both Beecham and Elida Gibbs are confident that the chemists are holding their own and Beecham say they will probably maintain their share at around current levels.

'Master brands'

Eight brands now dominate toothpaste sales, according to Beecham, accounting for around 85 per cent of litre sales. Gibbs' Mentadent P is a newcomer to this list of "master brands" with an estimated 4 per cent volume share — though Gibbs claim it as a 9 per cent sterling share. Colgate dental cream is recognised as market leader with about 25 per cent. Colgate claim a 28 per cent combined brand share. Beecham put Macleans in second place with 17 per cent, and Crest third.

Beecham still claim to lead the "second division" with Aquafresh, which had a 7 per cent share before its £5m relaunch in May. Second-placed Signal has a 6 per cent share followed by SR, Ultrabrite and Mentadent. Indeed, large promotional budgets continue to be a significant factor in the market, and Beecham expect advertising expenditure this year to exceed the £15m 1982 level.

Stafford-Miller, who claim to lead the "sensitivity" sector with Sensodyne, say



Courtesy of Concept Pharmaceuticals

this is the fastest growing brand toothpaste in the market. Mint Sensodyne, advertised for the first time on television in April, will receive a second four-week burst which breaks on August 1, so completing the year's £1m spend. Stafford-Miller say a further £¼m will go on sampling, detailing and patient education throughout the year.

Emoform too will enjoy a new advertising and publicity campaign, due to start at the beginning of September. Advertisements will appear in dental journals, backed by mailings to dentists and oral hygienists and meetings at major UK dental centres. The makers, Wigglesworth, add that Emoform is sold only through the chemist trade and new POS material explaining about sensitive teeth will be available later this year.

Dencalm, launched in June, is described by manufacturers Boots as a premium-priced product that will compete directly against Sensodyne and Emoform in the sensitive teeth sector and for which Boots "have high hopes". The product is for sale in Boots branches only.

Significant advances in toothpaste packaging are also discernible. Along with Crest, Mentadent P is now in laminate as opposed to aluminium tubes; the latter's pump dispenser is an innovation which Gibbs say is moving well. However, one manufacturer comments that the future of this type of packaging is uncertain as it is much more costly than the traditional tube.

"Elgydium regime" is the theme of Concept Pharmaceutical's Summer promotion for their product range — which includes Elgydium toothpaste containing chlorhexidine, Inara flexihead toothbrushes and Eludril mouthwash containing chlorhexidine and chlorbutal — with mailings to chemists, wholesalers, dental hygienists and dentists in 13 areas nationwide representing about 2 million of the population.

Outlet type	% Volume Share (litres)	
	1974	1983
Independent chemists	5	4
Boots	16	14
Drug stores	—	9
Multiple grocers	30	50
Independent grocers ..	12	4
Co-op	9	9
FW Woolworth	9	2
Miscellaneous	19	8

Table 1. Outlet shares of toothpaste sales in litres.

Information supplied by Beecham, corroborated by that of other manufacturers and retail sources

Continued on p158

Continued from p157

Good news for gels

Formulation is another area for trial and error.

Procter & Gamble's recently launched Crest gel shows a possible direction for toothpaste manufacturers.

The company say there will be a heavyweight national television campaign and high-value coupon distribution to consumers' houses. For the trade Procter & Gamble plan a high value refund for independent chemists and a feature allowance for the retail trade and chemist wholesalers.

Procter & Gamble say that Crest gel is the leading gel in Canada and the US, where this form of toothpaste accounts for 30 per cent of sales.

Colgate say they are happy with their blue minty gel and say it achieved a 10 per cent share four months after its launch. Aquafresh is another successful gel, of course, but others have come and gone over the years.

Crest gel launched this month

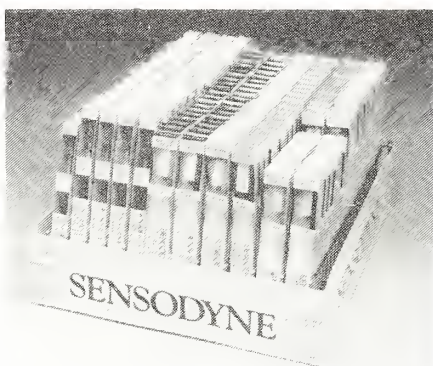


Schools project

Elida Gibbs say they are continuing their educational approach to caries prevention with a two pronged PR campaign consisting of regular mail outs to dentists and a major dental health programme for schools, involving up to 300,000 children aged 9 to 11 years in a project spread over two years.

Elida Gibbs plan to provide educational material to schools in five units. The first, entitled "Hidden sugar", encourages children to identify foods containing sugar, the second deals with protection by fluoride. Children will next be given experiments in unit three showing them how to make toothpaste and even put the stripe in!

In the project's second year the company plans to supply each child with a mouthcare kit including a toothbrush, toothpaste and floss. Units five and six encourage children to make a wall chart and a mould of their own teeth.



New display stand for Sensodyne range

Pro' brush sales on the increase

The first toothbrushes evolved from the toothpick through man's custom of chewing twigs of lentick, or other aromatic woods, to give a pleasant odour to his breath according to Addis. When the fibres of the twig became separated through chewing, the brush-like result was used to clean off tartar from the teeth. This type of "toothbrush" is still used in parts of Africa and Asia.

Today's toothbrush was invented in the late 18th century by William Addis and remains basically unchanged. Addis themselves say the first reference to a toothbrush was in a letter written in England in 1651 where it is referred to as a "teethbrush." These early toothbrushes were short stiff-haired implements resembling a paintbrush.

Promotions

Promotional activity for toothbrushes seems to be becoming almost as fierce as for toothpastes. With a market valued at about £21m-£23m both Johnson & Johnson and Stafford-Miller say the number of professional brush sales is increasing and currently stands at around 40 per cent of the total. Addis hold over 50 per cent of the market in volume with their Wisdom brands; they have a £1m-plus television campaign which started last month and runs through to August aimed at protecting that share.

Addis say that competition is mainly foreign — Oral B from America, owned by Cooper Health, is the main competitor with a 12 per cent volume share, and Stafford-Miller's Sensodyne, also from America, with about 6 per cent by volume. Stafford-Miller say Sensodyne has a 14 per cent sterling share of the professional sector. The most recent addition is Johnson & Johnson's Reach (also American), launched last year.

Addis say they run an aggressive programme of special offers throughout the year. The latest gives the retailer a chance to promote Mouth Master at 10p off when buying a promotional pack containing one dozen each of Mouth Master major, midi, regular and minor.

Despite the importance of the "ethical" sector Addis say that by far and away the majority of toothbrushes sold are the "regular" types. They are currently running a free stamps offer on Wisdom nylon adult and junior. Consumers are invited to send one proof of purchase and a second class stamp and they will receive stamps worth £1.

Stafford-Miller are promoting Sensodyne Search with an £850,000 national television campaign and claim Sensodyne is the fastest growing toothbrush brand in the premium priced sector. In addition the company claims that Sensodyne will be the most heavily promoted brand to the dental profession, taking total support to over £1m. New display stands are available for the whole range.

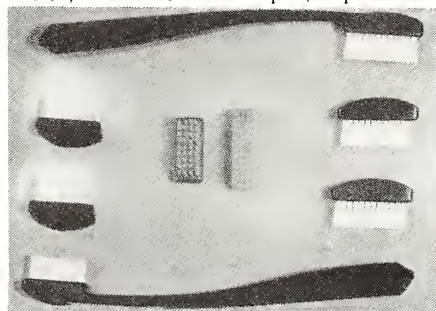
Johnson & Johnson are backing their Reach toothbrushes, launched in the UK in March, with a £1m plus campaign. Television advertising commenced in May and colour advertising in the women's Press started this month.

Gillette UK say initial reaction to their V-tufted soft brush has been good and the Jordan range has a 4 per cent share.

Louis Sanderson have created a special development section to work in conjunction with retailers from design to delivery on large and small own label runs of toothbrushes. The company says that interest from both the chemist and grocery sector has so far been very good.

Sanderson say they produce 11 per cent of the 63,000,000 toothbrushes made in the UK, but that only 10 per cent of their production is sold here. The company's own Clic-on toothbrush has been available since November 1981. Sanderson say it is difficult to get people interested in a new concept but once in-store it sells very well.

Sanderson think that the Clic-on toothbrush will do well because it is much easier, and therefore cheaper, to produce.



Louis Sanderson's Clic-on toothbrushes showing removable heads

Lots of activity and some movement for mouthwashes

To date, the mouthwash market has failed to live up to early expectations and over the past year has become increasingly commodity orientated with a trend to larger sizes and greater emphasis on price.

In spite of this retrenchment, there is some potential for growth and indeed actual litre volume (as opposed to units) sold has probably increased. However, during 1983 increased price competition is likely to stunt growth.

The market is estimated to stand at between £5½m and £8m at rsp. Warner-Lambert estimate the medical mouthwash sector to be £3m at rsp and are predicting that sales in the fresh breath sector could reach £15m in 5 years. Unicliffe also say the market is poised for expansion.

Plough (UK) are not so optimistic, saying that the market stands static at £4m in sterling terms. Although this figure excludes Boots.

They say the market did well in the States and people thought it would take off here to the same extent but it has not. Although it is doing reasonably well. Plough are convinced that people want a product that operates as an antiseptic and solves fresh breath problems — to that end they have launched Rinstead mouthwash (250ml, £0.99).

Test marketing in chemists has shown that without support it sold half as much as Listermint and Plough hope it will attract loyal Rinstead users and new users.

In addition they have launched Rinstead antiseptic pastilles (£0.69) intended as breath fresheners not for mouth ulcers. Both products carry a 14 as 12 bonus offer this month and next. Consumer support is planned to break in major women's Press in October but plans are not yet finalised.

Top of the league are Listermint with a 35 per cent share at rsp and Listerine with 25 per cent. Oraldene has a 62 per cent rsp share in the medical sector, say Warner-Lambert.

Listermint enjoys support of up to £½m this year, concentrating mainly on radio, with a second burst still to come in the Autumn. There are plans to extend the current successful test market of Listermint with fluoride, which Warner-Lambert describe as "the first of a new generation of Listermint products for the 80s". It is this revival of activity which will lead to market growth during the

coming year, they say. Listerine is backed by a £250,000 poster campaign running in London until November.

Warner-Lambert say that, primarily a chemist line with a 47 per cent value share of the breath market in chemist outlets (50 per cent in London), Listerine outsells the green mint brands in pharmacies, especially in the South. Warner-Lambert are one of the sponsors for the 1983 Malibu world disco championships which will be televised on eight spots on Channel 4 in the Autumn.

Mintgard, say Unicliffe, is chasing hard for brand leadership and has an annual turnover of more than £1m at rsp. The makers will be using editorial publicity in selected magazines and newspapers to draw attention to the "nice and near" protection offered by Mintgard.

Unicliffe too have seen an increase in sales of the larger 400ml size, which they say indicates that whole families are using a mouthwash.

Mintgard's increased promotional activity is good news for the chemist trade, say Unicliffe, where prominent display increases the chances for off-take of a product which is still on impulse rather than planned purchase.

Ashe say that their new portable mouth freshener — Mint Cool — launched in January, is supported by a £250,000 advertising campaign which began in April and runs until the end of the year in a wide range of women's general interest and teenage magazines, and daily newspapers. Ashe say Gold Spot is also benefitting from this activity.

Double Amplex mouthwash is claimed to have a 14 per cent and growing sterling share of the £7.8m mouthwash market, and carries a Casio digital quartz jogging watch offer on all sizes which runs until the end of September.

Support continues for Double Amplex capsules with an advertising spend of £125,000 in the national Press and women's general interest magazines. Sales are showing a healthy increase on last year, Ashe say, and they are confident the trend will continue throughout the remainder of the year.

Retail sources also confirm that Double Amplex has been the main beneficiary from vigorous price competition with other minor brands such as Gibbs Reply and Holloway's



New Rinstead mouthrinse and Rinstead antiseptic pastilles from Plough (UK) Supermint losing share. Boots Minty has a 2.8 per cent sterling share.

In terms of outlet, Boots are said to have a 36 per cent sterling share and other chemists 20 per cent sterling, the same as 1981. The drug stores' slice has risen to 14.9 per cent and grocers' to 23.5 per cent.

Dorant rinse

Dorant mouthwash, taken off the market because of its chloroform content, is shortly to be replaced by Dorant mouthrinse (200ml). Prices and other details have not yet been finalised, say the makers, Laboratories for Applied Biology.

Hoyt reps start to visit pharmacists

Colgate's Hoyt professional dental service representatives are beginning to visit retail pharmacists after concentrating on general dental practitioners in the first part of the year.

Colgate began restructuring the service earlier this year employing a new team of professional representatives each recruited from one of the dental disciplines.

Colgate say with the continuing trend towards preventive dentistry and a greater interest in oral hygiene by the general public there is scope to develop turnover in fluoride supplements. Currently special discounts are offered on some of the range which includes Fluorigard, Luride drops, Luride tablets 0.5mg and 1mg and Point Two mouthrinse.

Pharmacists requiring a visit from their local Hoyt representative are asked to contact Professional services division, 76 Oxford Street, London W1A 1EN.

Continued on p160

SOTOL

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Denture care — a neglected area of instruction?

Denture care is a neglected area of oral hygiene instruction, according to Reckitt & Coleman, who say there are 18 million denture wearers in the UK — 2 million of whom are under 35.

Every year dentists fit more than 1.5 million dentures, of which at least 300,000 are for new wearers.

Reckitt have established a denture care service in the form of a team of dental hygienists who will be available to advise dentists, other health professions, and public groups on denture care.

Fixatives

Reckitt estimate the denture fixative market is currently worth £4m at *rsp*, split between powders and paste. Their recently-launched Steradent fixative cream is designed to take advantage of the growth trend in the paste sector.

Stafford-Miller say that only 7 per cent of denture wearers use a fixative. Dentu-Hold — a liquid fixative — is described as an entirely new way of holding dentures which is tasteless and easily applied.

During two years' test marketing in Anglia Stafford-Miller say sales of fixatives through independent chemists have increased by 43 per cent in sterling terms — whereas in other parts of the country the total market increased by only 21 per cent. The growth of Dentu-Hold has had no negative effect on other fixatives in the company's range.

Cleansers

In the denture cleansing market Reckitt reckon to have a 70 per cent share and are spending £2m in marketing support of their range during 1983.

Dentu-Creme, from Stafford-Miller, was supported by a £528,000 national television campaign in the Spring with further promotions scheduled for later in the year.

Warner-Lambert claim to have the number two brand in the tablet sector with Efferdent and one which they say runs a regular programme of consumer promotional activity.

Free packs of Twinings tea are currently being offered with proofs of purchase. The offer closes December 31, 1984.

Stafford-Miller say research shows that brushing dentures for two minutes with Dentu-Creme removes up to 68 per cent of plaque whereas another study

demonstrates that soaking dentures for 15 minutes in a standard effervescent cleanser removes only 52 per cent of plaque.

A study by *Which?* also concluded that brushing dentures was more effective than soaking for removing plaque and stains (*C&D* January 15, p45).

The report noted, however, that brushing with soap and water was just as effective as the best cleansers at removing plaque. But a paste or soaking cleanser needed to be used every so often to remove stains. However dentures are cleaned there is likely to be a build up of calculus which would have to be removed by a dental laboratory, the report says.

HWC supplies launch improved Flosspik

Blue Flosspik was launched this month by HWC Supplies with samples being sent to 20,000 dentists, hygienists, hospitals and local health authorities, and Press releases to women's magazines. Chemists are to be sent samples in October.

Blue Flosspik is an improved version of Flosspik launched two years ago. It now has a deeper bow to allow teeth at the back of the mouth to be reached, say HWC. The floss is held tighter and the toothpick is more flexible and softer on the gums; the handle now includes a finger grip.

In October chemists will also be sent samples of Pikplak, a plastic toothpick and interdental cleanser designed by a UK dentist.

Johnson & Johnson, brand leaders in the floss sector, aim to promote sales through chemists and say that variant stocking has improved but that there is still a long way to go.

Johnson & Johnson have four varieties of floss to meet different needs. Denotape is an extra wide floss specifically recommended for first time users. It gives greater control and confidence, thereby enabling beginners to learn the art of flossing with less likelihood of damage to gums, say Johnson & Johnson. It is also useful for people who prefer a broader floss for the wide spaces between their teeth. Mint floss, another waxed variant, is designed to encourage the first time user, say Johnson & Johnson. The standard dental floss is available waxed or unwaxed, the latter for the experienced user.

Toothache hits the Third World

More people were victims of toothache in the developing countries than those in industrialised countries for the first time in 1982, according to a report presented to the 36th World Health Assembly in Geneva recently.

The "decayed", "missing" and "filled" (DMF) index was an average of 4.1 for the Third World and 3.3 for the industrialised world. For urban areas of developing countries it is even higher than 5. The index gauges the average number of caries based on a count in persons aged 12. An index up to 1.1 is rated "very low" in caries; from 2.7 to 4.4 "moderate"; from 4.5 to 6.5 "high", and above 6.6 "very high".

According to targets set in 1979 the goal is an average of a three DMF-teeth index for all countries by the year 2000. As a result of success in preventative dental care "dental manpower surpluses" are developing in industrialised countries, with up to one dentist per 1,000 population, says the report. In developing countries the number of dentists varies from 1 per 20,000 to 1 per 100,000. As a result they are attempting to train dentists following the example of developed countries "more than half a century ago", which would be financially prohibitive, says the report. "At present oral health services cost most industrialised countries between 5 and 11 per cent of their total health expenditure," the report says.

Hopes for growth in electricals

Although no factual data is available for the electric toothbrush market, say Braun, they estimate the size to be in the range of 100,000-120,000 units per year. This breaks down into battery powered (50 per cent), mains powered (5 per cent) and rechargeable (45 per cent). Braun estimate they have a 35 per cent volume share, adding that with increasing competition in the sector, hopes are for growth in the next few years.

Of their own Braun dental D1 and Braun dental D1 travel rechargeable brushes they say that consumer satisfaction and performance are good and it is difficult to improve on the product. The company actively supports its range throughout the year with trade and consumer promotions. The current 30-day money-back guarantee runs until

Concluded on p164

Water Pik[®] makes a big splash!

RCL are launching the Teledyne Water Pik, the finest oral irrigation system in the world. Timed to take advantage of an upsurge of public interest in oral health, here's a chance to turn increased awareness into extra business.

In the weeks ahead, RCL will be hammering home the theme of 'water power', power that removes oral debris, massages the gums and leaves 'your whole mouth feeling fresh and alive'.



On TV, in the press and through direct mail, the message will reach its targets—dentists, hygienists and, most importantly, the potential buyer. It all adds up to a substantial marketing operation that's bound to pay dividends.

Our special launch deals are designed to help you stock up and be ready as the campaign breaks.

For details, call Graham Warren or Kim Dormer on 01-240 0385.

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Because brushing and flossing aren't enough.

If the 1,729,000,000
you sold last year were

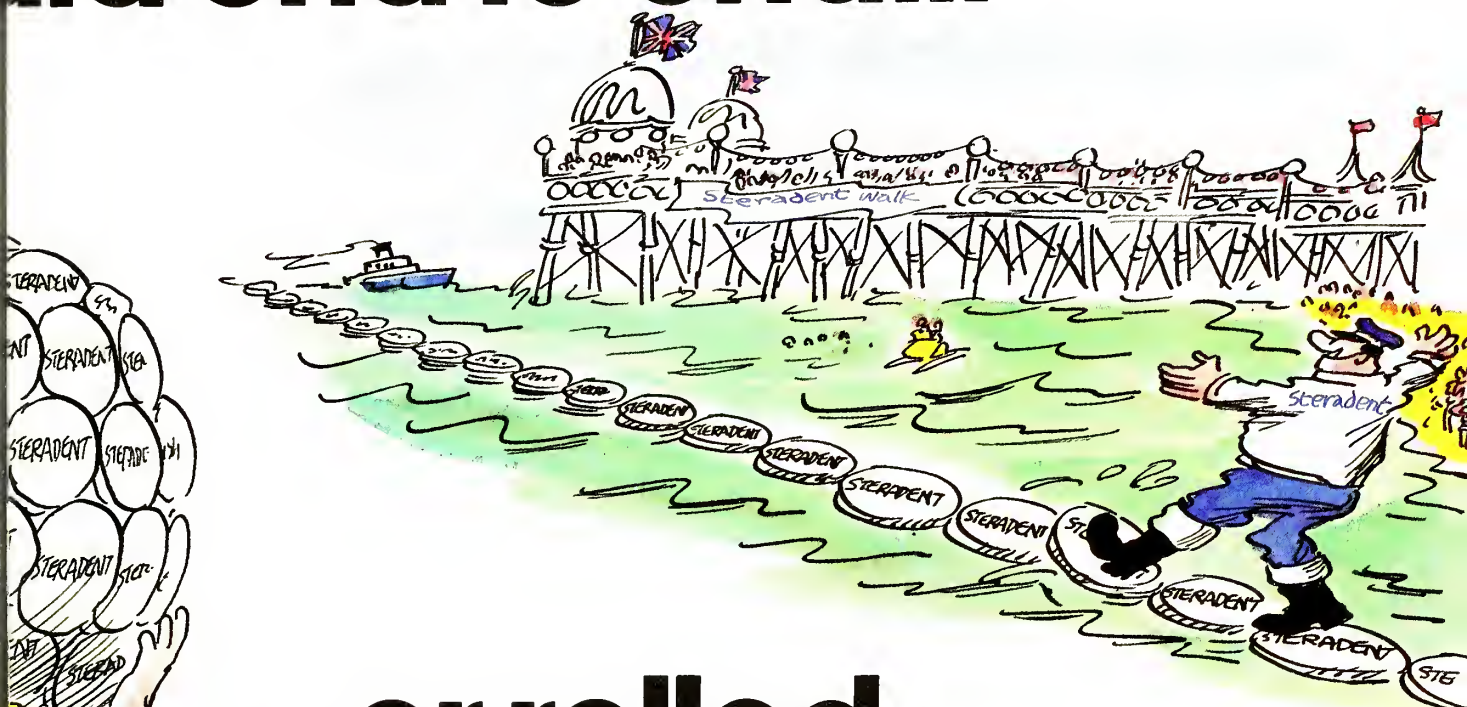
stacked
up high...



they'd still look like



uses of Steradent aid end to end...



...or rolled into one...

uge profits for you.

The sheer volume of Steradent sales is almost impossible to visualise. And that's what makes us your number one profit-maker in all areas of the denture cleaning market.

But if our enormous sales figures still aren't a big enough incentive to stock up on all Steradent products right away, consider this:

- ☆ Steradent brands account for 70% of the denture cleaning market.
- ☆ We're spending £2m on marketing support during 1983.
- ☆ The Steradent dental calling force will be on the road from May.

Steradent - No.1 in Denture Care.



THE LAST WORD IN ORAL HYGIENE

'Corsodyl' is recommended and prescribed by many dental and general practitioners for the effective control of dental plaque and the treatment of gingivitis or aphthous ulceration.

Its efficacy has been proved in surgeries, hospitals and in the home, and confirmed in independent trials. Ensure your share of the expanding oral hygiene market by counter prescribing the only oral hygiene products backed by ICI research.

Retail Price including VAT:

Mouthwash £1.50.

Dental Gel £1.20.

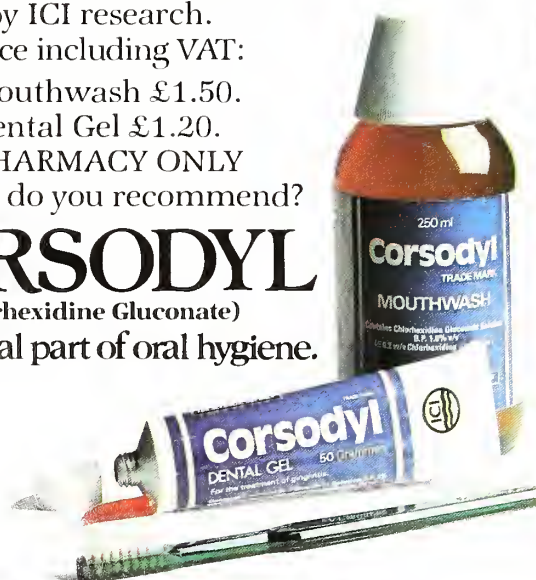
PHARMACY ONLY

So, what do you recommend?

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(Chlorhexidine Gluconate)

An integral part of oral hygiene.



ICI Dental Services



Further information available from:- Imperial Chemical Industries PLC
Pharmaceuticals Division Alderley House Alderley Park
Macclesfield Cheshire SK10 4TF
'Corsodyl' is a trade mark

5382



ORAL HYGIENE

Continued from p160

Pharmacies felt to be the logical outlet

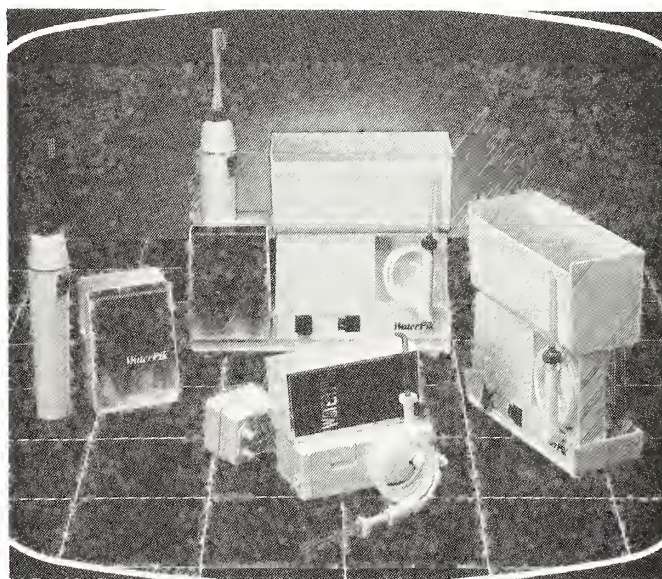
January 1984 and there is a new promotion planned to run from October to Christmas.

Braun have recently teamed up with Pharmagen to encourage independent chemists to stock electrical goods (*C&D*, June 25, p1176).

RCL, distributors for Water Pik, are marketing a rechargeable toothbrush which has a unique orbital action, "one which dentists recommend" says the company. The brush also features an automatic on/off switch which turns it on when pressure is applied to the brush head. The product has been available for about a year but not actively promoted, say RCL.

The Broxo range of automatic oral hygiene products is now marketed under the Wisdom brand. Addis entered this sector because they felt the logical outlet for such appliances would be the pharmacy. Indeed trading patterns in most European countries and America confirm that pharmacies sell the majority of units, say Addis.

There appear to be two reasons for pharmacists being distinterested however: First because pharmacies cannot



Range of Water Pik (from left to right) rechargeable toothbrush (model ET16); oral hygiene centre (model 81A52); Mini Pik (model 79), and Slimline mains oral irrigator (model 76C52A)

compete with prices offered by major electrical discount chains and second because no company had actively encouraged them to stock.

Addis therefore decided to institute a pricing policy to allow chemists to compete; they also encourage dentists to recommend use of automatic toothbrushes to stimulate sales.

A device which has been in the UK for 10-12 years but which "just sat on the shelf" is receiving £250,000 national television support as well as consumer advertising and direct mailing to dentists and oral hygienists (*C&D* July 16). Teledyne Water Pik is designed to irrigate the mouth with a pulsing jet which also massages the gums, stimulating blood circulation.

RCL, newly appointed distributors for Water Pik, say the device, available from large department stores and some 3,000 chemists, has been bought only by "'A' category purchasers" such as businessmen travelling abroad.

Addis' Broxo range includes an oral irrigator Broxo jet which the company says is particularly useful for people with fixed bridges.

Scottish exec goes with £5,000 BPA

The Executive of the Scottish Department of the Pharmaceutical Society, meeting last month, has given its support to proposals by the Pharmaceutical General Council (Scotland) for a basic Practice Allowance of £5,000 payable to all full-time pharmacies at present operating in Scotland.

The proposals, subject to certain limitations, will apply to newly-opened pharmacies in Scotland as well (*C&D* June 11 p1064). They are at present under consideration by the Scottish Home and Health Department (SHHD).

The Executive unanimously re-elected both Miss E.A. Meikle and Mrs B.C. Montgomery, chairman and vice-chairman respectively, for the 1983-84 session. Mr G.B. Kirkwood was unanimously elected to fill the vacancy created by the resignation of Mr Stewart, who would have been due to retire in 1985.

The annual report of the Scottish drug testing scheme was approved. It was noted that the proportion of medicines sampled which had been supplied in child resistant containers was much lower than that reported elsewhere in Britain. Mr Davidson commented that the DTS

sample was probably not a true random sample of medicines dispensed and may contain an unduly high proportion of repeat medication which tended to be for the elderly.

□ *Area Pharmaceutical Committee Elections.* The total cost for the 1982-83 elections was £1,229, which was lower than in 1979-80. This was due partly to the lower printing costs and partly to the smaller number of elections required. Costs had been reimbursed in full by the SHHD.

□ *Refresher courses.* The Executive noted that the SHHD were not in favour of the issue of certificates of attendance at courses which they funded, and did not consider that such courses should be used as a means of attaining higher qualifications. It has been agreed however that any individual who contacted Mrs Cameron could obtain a letter to the effect that a particular course had been attended.

□ *Health education.* The Executive examined draft versions of a wallet which could be issued to patients enclosing details of their medication which would be of help both to themselves in recalling instructions which they have been given, and others in case of emergencies or if the medication required repeating. It was considered that the project would be worthy of support, and the Executive would await with interest the production of a final version.

Failure to pay fees saves striking-off

The name of a Harrogate chemist convicted of theft should not be restored to the Register of the Pharmaceutical Society without the Statutory Committee's consent, the Committee ruled. Mr Gerard Burden, formerly of Royal Parade and now living at Valley Gardens Court, Valley Drive, had been removed from the Register in May for non-payment of professional fees.

Miss Katrina Wingfield, solicitor for the Society, said Mr Burden was summoned before the Committee in May to explain his conviction at Pontefract Magistrates Court on three charges of theft and one offence of false accounting while working at the South Elmsall branch of Selles Dispensing Chemists Ltd in 1980. He was fined a total of £400 and ordered to pay compensation of £1,896.

Mr Burden failed to attend the hearing in May, but a transcript of the proceedings was sent to his registered address warning him that he was in grave risk of being struck off if he did not appear at the resumed hearing.

Mr Stanley Booth, an inspector for the Society, said that recent inquiries showed that Mr Burden was employed by Sizelands of Wetherby Ltd, at Royal Parade, Harrogate, between February 1982 and May 9 this year. Mr Colin Griffiths, superintendent pharmacist of that company, told Mr Booth that Mr Burden resigned after being questioned about a missing invoice relating to dispensing stock worth £800.

Mr Griffiths also stated that his company was subsequently fined by the County Court at York for failing to comply with an attachment of earnings order made against Mr Burden. The company managed to get that fine set aside after proving that Mr Burden had intercepted correspondence about the matter addressed to the company at the Royal Parade shop.

The chairman, Sir Carl Aarvold, said that by not paying his fees Mr Burden had removed from the Committee the necessity of striking him off the Register. "We are satisfied that his name should not be restored to the Register until he can satisfy us that it is right and proper," he added.

NHS price cuts

The following price reductions to basic NHS prices had been notified by the following manufacturers on Tuesday, July 19. These are in response to the DHSS/ABPI agreement that prices be reduced by 2.5 per cent on average in the Government's current financial year.

Boots Company Ltd.
Brufen tablets, all packs, average 4.9 per cent, effective August 1.
Imperial Chemical Industries plc (Pharmaceutical Division).
Inderal. 10mg 100s, £1.18; 10mg 1000s, £11.80; 40mg 100s £3.97, and 40mg 1000s, £39.70. Effective August 1.
Indorex 280. 10 x 28 calendar pack, £74.40. Effective August 1.
Hoechst Pharmaceuticals Ltd.
Lasix 40mg tablets: 250s, £13.57 and 1000s, £49.14. Effective August 1.
Napp Laboratories Ltd.
All products by 2½ per cent. Effective August 1.
Searle Pharmaceuticals and Gold Cross Pharmaceuticals.
Aldactone 25mg 100s, £7.84; 500s, £39.20.
Dartalan 5mg 100s, £2.69; 10mg 100s, £4.68.
Lotussin 1 litre, £6.00.
Ovulen 50. 1 carton, £0.36; 6 cartons, £2.16.
Probanthine 100s, £1.87; 1000s, £18.70.
Dramamine 100s, £3.88; 500s, £19.40. Effective August 1.
Syntex Pharmaceuticals Ltd.
Anapolon 5mg 100s, £4.94; 50mg 100s, £47.63.
Brevinor 3 x 21, £1.50.
Menophase 28, £2.63.
Naprosyn 500mg 100s, £20.78; 250mg 60s, £6.51; 250mg 250s, £25.98; 500ml suspension, £7.05; suppositories 10s, £2.53.
Noriday 3 x 28, £1.60.
Norimin 3 x 21, £1.48.
Norinyl 1 3 x 21, £1.48.
Synflex 100s, £10.10.
Syntaris £4.48.
Topilar Cream 30g, £1.42; 100g, £3.89; ointment 30g, £1.42; 100g, £3.89.
Urispas 100s, £2.38.

Utoflan 100s, £9.01; 1000s, £81.75.
Corteneema 60ml, £4.73

NB. All Syntex prices are effective from July 19

22 lose remuneration from FPCs last year

Mr John Patten, Under Secretary for Social Services, told Mr G. Wardell (Lab) that the number of cases where pharmacists, under contract with family practitioner committees, have been penalised by withholdings from remuneration for errors in drug preparation in England and Wales are: 1978 ten, 1979 three, 1980 six, 1981 16, 1982 20.

FPC expenditure

It is provisionally estimated that 21.6 per cent of total NHS expenditure in 1983 would be allocated to family practitioner services, and 10 per cent to family practitioner pharmaceutical services. The 10 per cent estimate was net of charges. Comparable figures for 1982 were 20.3 per cent and 9.6 per cent respectively, Mr Patten, Under Secretary for Social Services, told Mr Laurie Pavitt (Lab).

by Ashwin Tanna, MPS, a proprietor pharmacist in SE London.

Do you want pharmacy for pharmacists?

I am firmly convinced that all pharmacies should be owned by pharmacists, and that no pharmacist should own more than one pharmacy.

The issue is one that must be put to the membership, preferably in the form of a referendum. But to test the degree of support I have asked the editor to include a short questionnaire with this (letter). Depending on the number of replies received, I propose to initiate a campaign with the help of fellow pharmacists. It will be directed at Members of Parliament in order to bring about a change in the law regarding the opening of pharmacies in the future.

Also I plan to approach national and local newspapers and other media, in order to show to the general public that the main problem facing pharmacy today is that it is in the hands of the enterprising businessman — anyone who has the capital can open a pharmacy and put in a young recently qualified pharmacist as superintendent to control the pharmacy. The superintendent may have no real influence over the standards or business ethics of the pharmacy, and little or no power to decide company policy. Under such circumstances a pharmacy cannot achieve its true status in society.

First step

The Pharmaceutical Society's Branch Representatives have voted that all NHS contracts should be registered in the name of the pharmacist in charge of the shop. This may be a first step in the right direction, but I feel that no person other than a pharmacist should be allowed to own or control a pharmacy. No pharmacist should be allowed to own more than one pharmacy and in future existing pharmacies should be saleable only to pharmacists.

In order to win the support of the Government of the day and the public, we

should be able to provide a full 24-hour pharmaceutical service in each area. This would be regarded as part of the pharmacist's responsibility in a profession which holds the monopoly right to provide all medicines in most countries.

My proposal is that a new pharmacy should be opened only after consultation with the pharmaceutical, medical and local authorities, who must be satisfied that there is a need for it.

Historically the UK has had corporate bodies running pharmacies. But I see no reason why the European practice of pharmacies being strictly owned and run by pharmacists cannot be adopted here.

Bandwagon

Supermarkets such as International and Safeway are jumping on the bandwagon and grabbing pharmacy market share. It would not surprise me if Sainsbury joined them. The fact also remains that professions like doctors and dentists cannot be taken over by anyone except members of the profession. So why not pharmacy?

There would be resistance from proprietor pharmacists who own more than one pharmacy, and also from the pharmacist who wishes to make a company career with the multiples. But in the interest of the profession I wish to appeal to all fellow pharmacists to give a serious consideration to the question on the accompanying form — and to return it to me with comments or suggestions, or simply "yes" or "no." ■

As a pharmacist I should like to see legislation providing that pharmacies may be opened by pharmacists having an interest in one pharmacy only.

Signed:

Name:

Address:

Status: Employee pharmacist/Proprietor pharmacist/Locum/Manager.

Please reply to: Mr Ashwin Tanna, MPS, 46 Lordship Lane, East Dulwich, London SE22 8HJ.

'Struck off' for hand-writing?

I wrote recently to the legal department of the Pharmaceutical Society asking whether the requirement that pharmacists must machine label prescriptions from January 1, 1984, reads "must" or "should".

The reply confirmed that the requirements for labels of medicinal products to be written by a machine will be incorporated in the "Guide to good dispensing practice" from the beginning of January, next year. Because the "Guide" is a Council statement, contraventions of it are reported to the Ethics Committee." It went on: "The Ethics Committee of the Society's Council has power to refer matters to the Statutory Committee and one of the sanctions of the Statutory Committee is that the name of the pharmacist concerned can be removed from the Register." The respondent declined to speculate as to which particular action either committee would be likely to take. So there we have it!

M. Colley

Dudley, West Midlands.

Label nonsense

Like other correspondents, I am overwhelmed by the volume of proposed extensions to the labelling requirements for dispensed medicines.

Bearing in mind those already proposed (which serve only to confuse the patient and distract him or her from the main business of how actually to take the stuff) may I suggest the following important additions which are in line with current thinking:- "Beware of the dog;" "No right turn;" "Tilt;" "Fire Exit."

Further, in order that these instructions cannot be read by the patient, they should be reproduced by mechanical means — typewriter, offset litho or "floppy disc." Legible "sloppy chemist" is not acceptable.

So that each and every tablet or capsule may be easily identified, each dosage unit should be marked not only with product name and batch number, but also with the name and address of the quality control analyst, despatch clerk, warehouse fork-lift truck operator and my Uncle Arthur in Blackpool (the latter is a special request). Soon it will be possible to trace the actual potato field producing the starch used as an excipient in the tablet which rolled down a drain in Chippenham. Whow!

Alan Pepler,
Minehead.

Sangers (NI) buyout: last chance to invest

The chemists' take-over of Sangers (NI) (C&D, last week) has continued to make progress. While subscriptions have still not reached the necessary level to complete the deal, closing date for applications has been extended to July 25.

A Sangers (NI) spokesman describes response to the offer as "very encouraging," with pharmacists in the Province having to date put in for £616,000 of ordinary stock. Response to the £250,000 of loan stock on offer has been less forthcoming, however, and so far applications have been received for only £37,500.

The ordinary stock offer is open only to registered pharmacists in the Province, but it had been hoped the loan stock would appeal to a wider range of investors.

Reminders go out

Mr John White — a member of the local Pharmaceutical Contractors Committee and a proposed director of the new company — has written to trading chemists in the Province who have not so far subscribed, reminding them of what he sees as the business and tax advantages of the deal.

Boots/Fisons sell joint agrochemical co

Boots and Fisons are selling FBC Holdings — their joint-venture agrochemicals business — to Schering AG of West Germany for £120m.

Proceeds from the deal are to be shared equally between the two parents, and should be received by September 30.

While FBC has increased both sales and profits in the three years since its formation, Boots and Fisons feel the company is still producing inadequate return on capital. Neither partner is willing to plough in the considerable medium-term investment which would be needed to maximise FBC's potential in a research-intensive and highly competitive market. In 1982 FBC made profits of £6.2m on £150m turnover.

Fisons chief executive John Kerridge explains that the sale fits in with the company's current strategy of concentrating resources on growth areas such as pharmaceuticals.

Boots take a similar view, pointing out that agrochemicals is far from the mainstream of the company's activities.

Acquisitions expected

Fison's investment in FBC is valued in the company accounts at £54.5m. The company received £50m from the disposal of its fertilisers business last year, and funds from this latest sale will allow the

company to eliminate net borrowings.

Over a full year, savings in Fison's finance charges alone are expected to compensate for the loss of FBC profits.

John Kerridge points out that Fisons are now well-placed to make a substantial acquisition in the interests of expanding one of their existing businesses.



May & Baker managing director Keith Humphreys is shown here receiving the Queen's Award for export achievement (C&D April 23 p734). Presentation of the award, May & Baker's fifth, was made by the Rt Hon Baroness Phillips, JP

UGC to close two more factories

United Glass Containers are to close their factories in Castleford, West Yorkshire, and Shettleston, Glasgow at the end of this year with the loss of 818 jobs.

This leaves the company with three bottle plants at Alloa, St Helens and Harlow. Alloa is already equipped for colour production, and will initially take amber business — including pharmaceutical manufacture — transferred from Castleford. A new colour facility is also being added at Harlow which will allow that factory to make green glass. St Helens is to remain a white flint factory.

The company's Shettleston plant was involved mainly in servicing the whiskey industry. At both Alloa and Harlow, the furnaces concerned will be colour-flexible so that changes for green and amber can be accommodated.

Reduced demand

UGC say the object of this rationalisation is to match potential output to the demand which can be realistically expected over the next few years, and to make more effective use of the company's facilities, some of which are currently standing idle.

Those customers taking bottles from Castleford or Shettleston's production are being consulted on transfer of their contracts.

Fall in UK demand for glass containers is blamed partly on the worldwide recession, partly on a decline in UGC's customers' markets and partly to increasing pressure from alternative packaging materials.

Max Factor parent in takeover bid

Max Factor parent Norton Simon looks set to be taken over by Esmark — a Chicago-based holding company whose wide range of interests include Playtex.

Esmark's \$900m cash and shares offer has been accepted by the Norton Simon board, although shareholder's consent has not yet been obtained. The offer remains open until July. Assuming no-one else makes a further offer, the Esmark deal should then go through.

More Business News overleaf

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Independents' NHS turnover now at record 71.1pc level

The independent chemist's NHS share of turnover reached an all-time high of 71.1 per cent for the March / April period this year, breaking the 70 per cent level for only the second time.

Figures from the A.C. Nielsen research organisation show the independents' NHS share of 71.1 per cent for March / April (same period last year, 69.8 per cent) came from an average 3,147 prescriptions (3,061) compared with the multiple and Co-ops (excluding Boots the Chemist) whose average of 2,363 scripts (2,421) contributed a 54.6 per cent (54.0 per cent) portion of turnover.

In recent years the independents' NHS turnover has risen from 63.5 per cent in 1979 to 64.9 per cent in 1980, 67.7 per cent in 1981 and 69.1 per cent in 1982. In November / December last year it stood at 70.6 per cent, the first time it had been

above 70 per cent.

Average weekly cash sales for independent pharmacies in March / April this year are £1,093, up 6 per cent on last year (£1,029), while drug store sales are 4 per cent down to £1,737 (£1,803) and sales for multiples and Co-ops are 7 per cent up to £1,647 (£1,535). The average weekly sales of all non-Boots pharmacies is now £1,168, a 6 per cent improvement (in January / February sales were £1,457, 6 per cent up on 1982).

Turnover of independents, multiples and Co-operative pharmacies excluding Boots was £313m (£282m in '82) with independents taking an 87 per cent share (86.7 per cent).

Pharmacies v Drug Stores — cash sales only

	Mar/Apr '82	Jan/Feb '83	Mar/Apr '83
Total £,000	114,207	141,925	119,227
Pharmacies	91,126 (79.8%)	117,014 (82.4%)	96,995 (81.3%)
Drug stores	23,081 (20.2%)	24,911 (17.6%)	22,232 (18.7%)

A.C. Nielsen Ltd, Nielsen House, Headington, Oxford OX3 9SQ

ICI form speciality chemicals group

ICI are pulling together a collection of their existing interests from throughout the company to form a new speciality chemicals group. Constituent parts of the group already have annual sales of £150m between them, and it is hoped turnover can be increased to £500m by 1990.

ICI Speciality Chemicals is to have no share capital of its own, but in every other respect will be a separate company within the group. The new group's board is headed by Harry Corless from ICI Americas Inc, which along with Atlas Chemicals and the UK organics division, is one of the main areas contributing to Speciality Chemicals' creation.

While the new group will be involved in producing its own products, the main thrust of activity is to go towards using its R&D facilities to concentrate on solving client company problems in a wide range of industries.

New pilot scheme

ICI are spending £3m on a new pilot-scale medicinal production plant at their Macclesfield site.

Construction is already underway, and it is hoped the plant will be ready to start production this Autumn. The new premises will replace ICI's existing pilot production facilities, which date from the 1960s.

No decision has yet been made on how the old plant will be phased out, but no job losses are anticipated.

Toiletries trends 'encouraging'

"Encouraging trends" regarding return on capital and profit margins in the toiletries and cosmetics industries are detected in Inter-Company Comparisons' latest collection of business ratios.

Significant numbers of companies have still to turn the corner out of recession, however, particularly where suppliers and compounders are concerned.

Average return on capital employed stood at 15 per cent in 1979-80, falling to 11.7 per cent in the following year, before recovering to 15.1 per cent in 1981-82.

Profit margins followed a similar pattern, falling from 5.4 per cent to 4.1 per cent before returning to 5.7 per cent.

The manufacturers sector was largely responsible for both these effects, although importers and distributors also did well where profit margins were concerned.

Stock turnover improved significantly, rising from an average 4.5 times per annum in 1979-80 to 5.8 times last year.

Small is beautiful?

Of the 100 companies analysed by ICC, best results tended to be seen among smaller concerns, although Rimmel International, Intercosmetic (GB) and Stafford-Miller are also credited with good performances.

As well as improving profitability, a number of companies — notably Cussons and Bristol-Myers — have also achieved good sales growth, say ICC.

"Prospects for this industry, while

dependent on general economic recovery, appear to be encouraging" it is concluded.

"Any halt in consumers trading down to cheaper brands will be good news, as reduced pressure on margins will lead to a rapid recovery of profits." *Toiletries and Cosmetics Industries (£121), ICC Business Ratios, 28 Banner Street, London EC1Y 8QE.*

Merseyside plan to safeguard industry

Merseyside County Council's Economic Development Committee is planning to set up a working party to safeguard the future of the pharmaceutical industry in the area. The committee proposes a series of working parties covering various industries including port and automotive products.

It will be September before the working party is off the ground but the intention is that it should comprise 12 members, six drawn from management and unions in the industry and the rest from members and officers of the county council and the enterprise and community forum.

Mr Jack Stopforth, the county council's chief economic adviser, said: "The new working party will not just be an academic exercise. We will be looking for political and commercial ammunition for the use of local councillors, MPs and businessmen to get changes brought about and keep jobs here."

Pharmax add nine new representatives

Pharmax are expanding with the appointment of nine new representatives — eight of whom will be taking on new areas for the company.

Now calling on doctors, health centres and hospitals, the new team is: Lorna Emmott (South Kent), Jeff O'Malley (South Wales), Richard Clarke (Notts), Daniel Joyce (North Wales), Anne Joeseeph (Yorks), Frank Ferrari (Glasgow), Chris Pitman (Surrey and North Hampshire), John Ogden (Tyne and Wear) and John Porter (Manchester).

Representatives for North London, North Kent and Essex are to be recruited over the next few months.

Retail prices

The Department of Employment's all-items retail prices index stood at 334.7 in June (January 1974 = 100). This represents an increase of 0.2 per cent on May (333.9) and an increase of 3.7 per cent on June 1982.

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